

## Congress Votes Iran Anti-Change Chinese Oil Ban

By Nicholas D. Kristof  
*New York Times Service*

**Lopsided Tally Rebuke Tehran For Gulf Stance**

By Tom Kenworthy  
*Washington Post Service*

**WASHINGTON** — Both houses of Congress, angered by Iran's military actions in the Gulf, approved on Tuesday a ban on Iranian imports, primarily oil.

On a 93-to-0 vote, the Senate approved a measure that would immediately halt further imports unless the president determined that the ban would not be in the national interest. However, the president could delay the import prohibition for six months.

The House then approved the embargo, 407-5.

Although there has been a sharp increase in U.S. imports of Iranian oil in recent months, supporters of the ban conceded that it would be little more than a symbolic gesture unless other oil-importing nations followed suit.

"What it says to me is we can assure our anger, we can make a statement, but we won't solve our problems until we make ourselves energy independent," said the speaker of the House, Jim Wright of Texas.

Nonetheless, lawmakers said it was vital for the United States to do what it could to prevent Iran from using the hard currency derived from oil sales to fuel its prolonged war with Iraq and to lay mines that threaten U.S. shipping and naval forces in the Gulf.

The Senate minority leader, Bob Dole of Kansas, said some Reagan administration officials were opposed.

"If rumors are to be believed, there continues to be opposition to this import embargo in some parts of the administration, especially in the State Department," said Mr. Dole.

"So it is doubly important that the Congress go on record overwhelmingly in favor of an embargo and present the question to the administration in a fashion that it cannot be ducked."

Mr. Dole last week sponsored a similar ban that was attached to a military authorization bill. Mr. Dole

See OIL, Page 6

## Kiosk

### Soviet Proposes Atom Test Limit

**MOSCOW** (UPI) — Viktor P. Karpov, head of the Soviet Foreign Ministry's arms control department, said in an interview published Tuesday that Moscow is prepared to limit itself to four nuclear tests a year, with a yield of one kiloton each, as a step toward a ban on underground nuclear testing.

Mr. Karpov said in the Tass interview that the proposal had been made to the United States, which has not replied. He said a round of talks on a nuclear test ban are to begin before Dec. 1 in Geneva.



Gene Upshaw, the players' union chief, headed back to the bargaining table in the NFL strike. Page 19.

### GENERAL NEWS

■ Mitterrand is remaining coy about second term. Page 2.

■ Salvador rebels and President José Napoleón Duarte agree on a cease-fire panel. Page 5.

■ Tamil guerrillas killed eight captured Sri Lankan soldiers and three government officials in northern Sri Lanka. Page 7.

■ Japanese automakers are making an assault on the U.S. luxury car market. Page 11.

Dow close: DOWN 91.55  
The dollar in New York:  
DM 5.5 Yen FF  
1,435 1,435 146.70 6.69%

## Tibet Riots May Aid Anti-Change Chinese Oil Ban

changes could still be made if hard-liners show they have enough support.

At the beginning of this year hard-liners in Beijing exploited another kind of disturbance — student demonstrations in several cities — to mount an attack on "bourgeois liberalization" and officials who tolerated it. That campaign toppled the Communist Party leader, Hu Yaobang, but appeared to lose its momentum by early summer.

The analysts, who included scholars, diplomats and other specialists, say leaders who are cool to the liberalization effort are likely to seize upon the disturbances last week as a major policy failure, for which officials who support the program should be blamed.

The timing of the disturbances in Tibet, which began Sept. 27 with a small anti-Chinese demonstration and grew more serious last Thursday with clashes that left several people dead, is crucial because the Communist Party is scheduled to hold its 13th party congress in the last week of October in Beijing. The party's Central Committee will meet before then, and major leadership changes are expected.

A diplomat said that the slate of new officials had probably already been decided but that some

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Nonetheless, lawmakers said it was vital for the United States to do what it could to prevent Iran from using the hard currency derived from oil sales to fuel its prolonged war with Iraq and to lay mines that threaten U.S. shipping and naval forces in the Gulf.

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The analysts said the unrest in Tibet would probably not lead to major retributions or purges, as happened after the student demonstrations.

But they noted that high-level personnel changes were expected soon in China's government and Communist Party and suggested that hard-liners might try to take advantage of the situation to discredit officials who have backed liberalization and to seek promotion of members of their own camp.

Byron S.J. Weng of Chinese University in Hong Kong said: "Most likely, the conservatives will say: 'Look at what you've done. You are responsible, and this is what your open-door policy has achieved.'"

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A Tibetan man carrying a child wounded by gunfire during protests last week in Lhasa.

## Dow Plunges 91 in Biggest One-Day Fall

Compiled by Our Staff From Dispatches

**NEW YORK** — The Dow Jones industrial average recorded its biggest one-day decline in history Tuesday, as prices on the New York Stock Exchange plummeted on fears of higher interest rates and a widely-followed analyst's prediction that the Dow was due for a short-term drop.

The Dow Jones industrial average plunged 91.55 points to 2,548.63, surpassing the previous one-day loss of 86.61, on Sept. 11, 1986.

Analysts pointed out that on a percentage basis, Tuesday's drop was far from the biggest in the Dow.

But they said that traders decided to get out of the way and take profits in recent gains stocks such as computers and chemicals as the decline gathered momentum late in the day.

Losing issues outpaced advancing ones by more than four to one.

Alfred Goldman, a market analyst with A.G. Edwards & Sons in St. Louis, said: "What we're having is a very normal pullback and profit-taking in a bull market that has been showing signs of age."

"But the market is not in need of a resuscitator."

Several traders and analysts said a trading prediction by Robert R. Prechter Jr., publisher of an investment newsletter, *The Elliott Wave Theorist*, started the market on a downward course early in the day.

Mr. Prechter, who is regarded by many as the market's leading technical analyst and who earlier had made bullish forecasts, said he saw a downward risk of several hundred points on the Dow average, according to some who heard his forecast.

Monday, near the Strait of Hormuz, a Danish container ship attempted to bypass an Iranian warship interrogating a group of

See RADIO, Page 6

## Radio Wars in Gulf: A Bedlam of Banter and Bluster

By Patrick E. Tyler  
*Washington Post Service*

**DUBAI, United Arab Emirates** — A Gulf Air jetliner was inbound at 10,000 feet to Sharjah International Airport last week when its captain received an abrupt query from a stern American voice on his radio headset:

"Unidentified aircraft bearing one-one-eight degrees, this is a U.S. warship. Your intentions are unclear. Please identify yourself and state your intentions."

Again, the exasperated controller replied: "U.S. warship, are you going to be doing this for the rest of the day?"

They have tuned in with radio scanners, listening in for the cries

that's affirmative, sir," the American voice replied.

"Well, then I suggest that you please get your ship commander to contact the U.S. Embassy in the U.A.E. and sort this out," the controller said.

Undeterred, the U.S. Navy vessel a few minutes later challenged a Pakistan Airways flight outbound from Qatar and headed for Karachi.

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## Salvadoran Rebels And Duarte Agree On Cease-Fire Panel

The Associated Press

**SAN SALVADOR** — The government of President José Napoleón Duarte and leftist rebels ended a two-day meeting Tuesday with an agreement to form a commission to seek a cease-fire in El Salvador's eight-year-old civil war.

Both sides had predicted that the talks would not resolve the major political and ideological differences and a joint communiqué announcing the commission appeared to bear out their forecasts.

Representatives of the insurgent Farabundo Martí National Liberation Front and the Salvadoran government started talks Sunday in an effort to comply with the regional peace accord that is intended to end insurrections in El Salvador, Guatemala and Nicaragua.

In statements after the negotiations, rebel leaders raised doubt that the commission could bring about a cease-fire because of the differences. But Mr. Duarte said that if the commission failed, he would "assume a historic challenge" and ask his army to declare a cease-fire on its own.

The communiqué was ready by

the archbishop of San Salvador, Arturo Rivera y Dámaso, at the end of a 15-hour negotiating session that began Monday morning. The talks marked the first time in three years the two sides had officially met.

Both sides achieved the limited goals they had set for themselves. Mr. Duarte got the insurgents to agree to seek a cease-fire within the framework of the peace accord. The rebels obtained a continuing negotiating forum with the government in the form of the commission.

"It took us almost three years to get a dialogue started, and we achieved it," said Guillermo Ungo, a leader of the rebel delegation.

The cease-fire commission, to be made up of four members each from the government and an umbrella organization representing five armed guerrilla groups, will have until Nov. 4 to present its first report and an additional 120 days to complete its work.

That timetable meets the requirements of a peace plan signed by five Central American presidents in Guatemala on Aug. 7.



A Salavadoran woman behind barbed wire near the Vatican diplomatic mission as government officials and rebels met.

## A Miskito Chief Ends Anti-Sandinist Fight

By Stephen Kinzer

New York Times Service

**PUERTO CABEZAS, NICARAGUA** — One of the commanders of Miskito Indian guerrillas fighting in Nicaragua has agreed to end his campaign against the Sandinist government.

The commander, Uriel Vanegas, appeared in Puerto Cabezas on Saturday with several dozen of his 400 men. He shared a platform with Interior Minister Tomás Borge.

"We can support the Sandinista project if it defends Indian rights," Mr. Vanegas said.

His men carried rifles, grenade launchers and machine guns as they listened to his speech in the Puerto Cabezas plaza.

Mr. Vanegas said he and his men were not surrendering and vowed that they "will not turn in a blessed rifle to the Sandinists."

Under an agreement signed by

the Indians and the Sandinist authorities.

They estimated that with Mr. Vanegas's decision to stop fighting, there were 800 to 1,500 Indian guerrillas still in the field. Brooklyn Rivera, the most prominent Indian leader, has put the figure at 2,800.

The Moravian Church, to which Miskitos belong, is serving as an intermediary between the government and Indian commanders.

"Most of the Indian fighters are about to accept a cease-fire," said the Reverend Andy Shoegren, superintendent of the Moravian Church in Puerto Cabezas. "During the last two years, the government has taken a different attitude toward these people and has started respecting their feelings."

The announcement that Mr. Vanegas and his 400 men would stop fighting represented a victory for the government, which has tried to persuade the Indians to press their demands through political rather than military means.

this as a new plan. Really, it's just

nation about what is acceptable and what constitutes compliance in terms of the range of decisions we have to make in Central America."

Mr. Wright got into conflict with the White House almost immediately after he agreed to sponsor a joint peace initiative with Mr. Reagan.

But Mr. Wright disagreed. He called the White House list "ridiculous demands that violate Nicaraguan sovereignty," adding, "It is becoming increasingly difficult to avoid the conclusion that someone is advising the president to try to torpedo the peace process."

Speaking with reporters, Mr. Wright said it seemed as if "the extreme right wing" had taken over the White House's Central America Front.

The demands included several that are not a part of the peace agreement signed by five Central American presidents in Guatemala in August.

Noting the negative reaction to the list by Mr. Wright and others, a senior White House official said Monday: "People here don't see

that list has nothing to do with the Reagan-Wright plan. It's no longer operative." The Reagan-Wright proposal became more or less irrelevant when the Central American presidents signed their own accord.

The Wright side said, "The ultimate tragedy will be that if the White House goes through with this it may cause the Guatemalan plan to fail."

But the White House spokesman, Marin Fitzwater, said the list of demands "represent our thinking on compliance with the Guatemala peace plan."

Acknowledging that the White House demands exceeded those in the Guatemala plan, Mr. Fitzwater said, "We'll make our own decision on early elections."

## Panel Would Guide U.S.-Canada Trade Pact

New York Times Service

**WASHINGTON** — To save a free-trade pact with Canada, the Reagan administration agreed that a Canadian-American panel for settling disputes could review acts of Congress and authorize Canadian trade retaliation if those acts "violate the spirit" of the pact, according to officials.

This 11th-hour concession, touching American sovereignty and other details, were disclosed Monday as the administration mo-

bilized to sell the package to Congress while fighting protectionist provisions of an omnibus trade bill now in conference between the two chambers.

The U.S. trade representative, Clayton K. Yeutter, said that approval of the Canadian pact would require "a lot of effort" by supporters but also that "this is a package that should sell itself and will sell itself."

The accord, completed after 16 months of negotiations just before

a deadline of midnight Saturday, calls for elimination of all tariffs by Jan. 1, 1999, and the reduction of many nontariff barriers. The aim is to integrate the two nations' economies.

**Mitterrand Begins Latin Trip**

Agence France-Presse

**PARIS** — President François Mitterrand left Tuesday for Buenos Aires on the first leg of a six-day Latin American tour that will also take him to Uruguay and Peru.

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## Drug Promises to Render Colds Sneezeless

By Gina Kolata

New York Times Service

**NEW YORK** — Science is still a long way from a cure for the common cold. But maybe that does not matter so much anymore.

For the first time, researchers think they may have found the substance that causes cold symptoms. Even better, they think they have found a drug that blocks its action.

People who used the drug would still have the cold, but without the stuffy nose and sore throat that make it such a miserable ailment.

"I'm not going to stand up in public and say that it will work," said Dr. David Proud of the Johns Hopkins University School of Medicine. "But that's the hypothesis."

Dr. Proud, Dr. Robert Nacario of Johns Hopkins and Dr. Jack Gwaltney of the University of Virginia have new evidence that cold symptoms are caused by kinins, normal proteins that cold viruses prompt the body to produce.

It should be possible to administer the kinin-blocking drug in a nasal spray.

The drug would prevent kinins from dilating blood vessels and sending pain messages, the normal functions of these proteins.

If the treatment worked, cold symptoms would be alleviated.

Moreover, because patients would still have their colds, they would develop antibodies. Thus, they would be protected from the particular strain of cold virus the next time they encountered it.

Dr. Proud, Dr. Nacario and Dr. Gwaltney are awaiting approval from the Federal Food and Drug Administration to start testing this drug, called a bradykinin antagonist, on volunteers.

The drug was developed by scientists at the University of Colorado who wanted to use it for research purposes and is licensed by Nova Pharmaceuticals in Baltimore.

"Most of the Indian fighters are about to accept a cease-fire," said the Reverend Andy Shoegren, superintendent of the Moravian Church in Puerto Cabezas. "During the last two years, the government has taken a different attitude toward these people and has started respecting their feelings."

The announcement that Mr. Vanegas and his 400 men would stop fighting represented a victory for the government, which has tried to persuade the Indians to press their demands through political rather than military means.

Extensive toxicological tests in animals have shown it to act "with perfect safety," Dr. Proud said.

"I think it's an interesting new observation," said Dr. Robert Couch, a cold researcher at Baylor College of Medicine in Houston. The kinin antagonist, he said, "would certainly be something to try."

It has long been known from studies of volunteers that only about two-thirds of people who are infected with a cold virus actually develop symptoms.

What the researchers discovered

pain, which could explain sore throats.

Dr. Gwaltney, who has been studying colds for 30 years, said he began wondering about cold symptoms when he noticed, as others had, that cold viruses seem to have virtually no effect on cells lining the nose.

He reasoned that something other than the virus itself must be causing the symptoms. There were a number of possible culprits, including histamines and prostaglandins as well as kinins.

Dr. Gwaltney sent nasal secre-

cause the common cold — so many as to make a cold vaccine virtually impossible.

Even without a vaccine, it is still possible that people exposed to a cold could take measures to protect themselves.

Dr. Couch and others, including Dr. Gwaltney, discovered that interferon can do this, at least for rhinoviruses, a class of viruses that is responsible for 30 to 40 percent of colds.

When the interferon results were made known in early 1986, they seemed quite promising, Dr. Gwaltney recalled.

"Our original idea was that you could spritz interferon into your nose once a day all winter long and never get a cold," he said.

But interferon turned out to have unacceptable side effects when people used it for more than a week. Volunteers reported that their nose was irritated, itching and burning and that they had bleeding nasal mucus.

"The side effects were worse than the symptoms of the cold," Dr. Gwaltney said.

The kinin discovery, then, may provide new options.

Dr. Gwaltney pointed out, however, that although the researchers have repeated their initial studies and are certain that kinins are there, what they have is an association, not yet a proof of cause and effect.

**People who used the drug would still have the cold, but without the stuffy nose and sore throat that make it such a miserable ailment.**

was that those who have symptoms also have a high level of kinins in their nasal secretions.

Volunteers who sprayed kinins into their noses developed cold symptoms, even if they did not have a cold. Dr. Proud, who tried this himself, said he developed a stuffy nose that lasted about half an hour and a sore throat that lasted five hours.

The findings make sense, Dr. Proud said, because kinins dilate blood vessels, which could lead to stuffy noses, and they also produce

tions from 40 volunteers with colds to Dr. Proud and Dr. Nacario, who tested the secretions for the presence of these biochemicals.

"We found only kinins," said Dr. Proud.

The kinin work comes at a time when "there has not been a whole lot of interest in the common cold," Dr. Couch said, adding that he believed that scientist had begun to view cold research as "a hopeless area."

The problem is that as many as 200 to 300 different viruses can

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## Chinese Police Arrest 60 Protesters, Beating Many, in Tibet's Capital

Compiled by Our Staff From Dispatches

LHASA, Tibet — Chinese police arrested more than 60 demonstrators Tuesday, beating many with sticks and rifles, after the protesters marched in central Lhasa.

The demonstration was the third in 10 days. On Thursday, a pro-independence protest is believed to have left as many as 10 dead.

About 200 people stood by at the regional government office compound as Chinese police and soldiers armed with AK-47 automatic rifles and automatic pistols herded the marchers into trucks, beating many of them.

About 100 protesters had marched from the direction of the Drepung monasteries. Initial indications were that all 100 had been arrested, but Western witnesses said later that a few marchers were arrested on the way and others left the march. About 60 continued on to the regional government office, where they were arrested.

The marchers were believed to have been Buddhist monks wearing civilian clothes.

The Buddhists were demanding the release of 21 monks who were arrested Sept. 27 in Lhasa during a violent protest demanding Tibetan independence from Chinese rule. It was the first such incident in Lhasa in recent years.

There have been reports that the monks plan to demonstrate Wednesday, the 37th anniversary of the Chinese occupation of Tibet.

"We firmly oppose and will firmly stop those kinds of plots," a Communist Party spokesman

Wu Xingtang, said Monday in Beijing. He accused foreigners of advocating independence for Tibet.

On Thursday, at least 2,000 Tibetans demanding independence burned a police station and police vehicles and stoned officers.

Chinese security troops were flown to Lhasa on Monday, and police erected barricades on the main roads to the Sera, Ganden and Drepung monasteries.

An Associated Press reporter, using a back road, reached Sera, four miles from Lhasa. Inside the monastery, more than 330 monks were mourning the deaths of two of the comrades shot Thursday.

"We're not able to go out now," said the abbot, who gave his name only as Tenzing. "They surround the place at night. Please, all of you Westerners, help us to become independent."

Beijing has blamed the Dalai Lama, Tibet's exiled civil and religious leader, for inciting the demonstrations.

(AP, UPI)

■ Senate Voices Concern

The U.S. Senate voted 98-0 Tuesday to link the provision of military articles or services for China to a presidential certification that Beijing is "acting in good faith and in a timely manner to resolve human rights issues in Tibet." The Associated Press reported from Washington.

The resolution also called on President Ronald Reagan to meet with the Dalai Lama to support efforts to find a peaceful resolution to the recent outbreaks of anti-Chinese violence in Tibet.



**SLIPUP** — President Ronald Reagan missed a step Tuesday as he escorted Crown Prince Akihito of Japan at the White House but caught himself and did not fall.

## CHINA: The Effect of Tibet Unrest

(Continued from Page 1)

the hard-liners might find it difficult to explain how they would have handled the Tibet demonstrations and that it might be hard for them to wage a new assault on the

proponents of liberalization so soon after their campaign earlier this year apparently fizzled.

An Asian diplomat said there had already been high-level disagreements in Beijing about how Tibet should be treated.

In the Cultural Revolution, which began in 1966 and lasted for 10 years, Tibetan religion and culture were harshly repressed. In recent years, the government has tried to make amends by restoring temples, increasing spending in the region, and offering concessions such as allowing parents to have more children than would be tolerated elsewhere in China.

The conciliation effort has been most noticeable in the last two years, since the appointment of a new Communist Party secretary for the region, Wu Jinghua, a native of Sichuan Province.

The principal architect of the policy of conciliation with Tibet was Mr. Hu, the deposed party chief. Analysts said three of China's most prominent advocates of liberalization — Deputy Prime Ministers Hu Qili and Wan Li and Prime Minister Zhao Ziyang — were also associated with the policy and could be blamed for it.

A political question raised by the accord is whether it represents a downgrading of the U.S. commitment to defend Europe. The U.S. intermediate-range nuclear forces in Europe, or INF, which would be dismantled under the treaty, were deployed beginning in 1983 to counter the growing Soviet arsenal of SS-20 missiles and to reassure European allies of U.S. determination to help defend them.

Yet, there is sharp debate within the alliance over whether Warsaw Pact conventional forces are really superior to those of the Western alliance. The International Institute of Strategic Studies in London judges the conventional forces of both blocs to be in rough parity.

While some NATO military commanders are unhappy about losing 108 U.S. Pershing-2 missiles under the treaty, the United States would still retain the ability to hit Soviet territory from Europe with submarine-launched missiles and bombs carried by F-111 aircraft based in Britain.

Eliminating the Pershing-2 missile force based in West Germany was widely considered Moscow's chief military goal in the negotiations on medium- and short-range nuclear arms. The Pershing-2, with a range of 1,100 miles (1,800 kilometers), is regarded as NATO's fastest and most accurate weapon capable of striking Soviet soil.

The U.S.-Soviet agreement in principle would eliminate only ground-based missiles with ranges of 300 to 3,500 miles, which are estimated to represent less than 4 percent of the superpowers' total nuclear arsenals.

The planned elimination of in-

## NATO Planners Defend Missile Accord

By Robert J. McCartney  
*Washington Post Service*

BRUSSELS — NATO planners have concluded that the proposed U.S.-Soviet treaty to eliminate intermediate-range nuclear missiles would weaken Moscow's overall military capability by at least as much as NATO's and may result in a small gain for the Western alliance in the European nuclear balance.

The Soviet Union would give up more than three times as many nuclear warheads as the North Atlantic Treaty Organization in the agreement, an advantage that a senior NATO expert said was "not something to sneeze at."

The Soviet Union consequently would suffer a relatively greater loss in the ability to strike enemy airfields, command and control centers, and rear-echelon positions where troop reinforcements would gather in any war between the East and the West.

The planners' assessment is believed to be closer to the position of the NATO commander, General John R. Galvin, than to that of his predecessor, General Bernard W. Rogers, who was replaced by General Galvin in June, had argued that the allies were stampeded into accepting the agreement.

"Clearly, we don't lose badly," said another expert at NATO headquarters in Brussels. "In some ways, we think we have gained. They give up more targets than we do."

A major concern, however, is that the pact could create political momentum for additional nuclear disarmament accords that might eventually leave NATO vulnerable to the Warsaw Pact's perceived advantage in conventional forces.

A political question raised by the accord is whether it represents a downgrading of the U.S. commitment to defend Europe. The U.S. intermediate-range nuclear forces in Europe, or INF, which would be dismantled under the treaty, were deployed beginning in 1983 to counter the growing Soviet arsenal of SS-20 missiles and to reassure European allies of U.S. determination to help defend them.

The units, normally used to detect and arrest drug smugglers in waters of the United States and for safety patrols, will probably operate in the vicinity of Bahrain, midway up the Gulf.

### ■ Threat of Missiles

Iraq threatened Tuesday to answer Iranian missile attacks on Baghdad, the first in eight months.

## OIL: Congress Approves Import Ban

(Continued from Page 1)

Reagan is expected to veto that legislation for other reasons.

### ■ U.S. to Bolster Force

The Reagan administration plans to send four small Coast Guard patrol boats and several search-and-rescue aircraft to the Gulf to join the navy flotilla there.

Pentagon officials quoted by The New York Times said Tuesday.

The units, normally used to detect and arrest drug smugglers in waters of the United States and for safety patrols, will probably operate in the vicinity of Bahrain, midway up the Gulf.

### ■ Threat of Missiles

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## RADIO: Banter, Bluster in Gulf

(Continued from Page 1)

Japanese tankers leaving the Gulf. An Iranian sailor burst out over the radio, ordering the Danish ship to stop:

"I warn you, I warn you, I'll have to take action. This is your last warning."

Saturday, as a U.S. warship was returning to the Gulf after escorting a U.S.-flagged Kuwaiti tanker to safety, an Iranian warship appeared on the horizon:

"Iranian warship, this is a U.S. warship. You have locked your fire-control radar on a U.S. warship. Secure it immediately. This is your only warning."

A Pentagon spokesman characterized this last confrontation as "routine harassment" that US ships encounter in the tense environment of fighting Soviet soil.

The U.S.-Soviet agreement in principle would eliminate only ground-based missiles with ranges of 300 to 3,500 miles, which are estimated to represent less than 4 percent of the superpowers' total nuclear arsenals.

The planned elimination of in-

termediate-range forces, according to both civilian and military experts at NATO, makes it more important than before to fulfill plans to upgrade NATO's battlefield-range missiles and airborne nuclear weapons systems during the 1990s.

The major potential liabilities for the Western alliance in the proposed treaty are political rather than military, according to officials in Brussels and at NATO's military headquarters in nearby Mons.

"In purely military terms, there is no question that we gain," said Martin McCusker, director of the military committee of the North Atlantic Assembly.

NATO experts expressed special satisfaction that the treaty would reduce the threat posed to the alliance's 35 operational airfields, and to ports such as Rotterdam and Antwerp, where U.S. troop reinforcements would arrive in case of war. But the Soviet Union, like the United States, would retain the ability to hit those targets with other weapons.

Under the agreement, each side is to scrap all land-based missiles with ranges shorter than those of intercontinental ballistic missiles,

Intermediate-range missiles are land-based and thus somewhat more accurate than submarine-launched or airborne weapons.

The weapons to be dismantled also have the advantage of what is called "visibility."

As ground-based systems, they cannot easily be withdrawn from Europe, as submarines or aircraft can. They therefore are seen as having a particularly good deterrent role: If the Soviets were overrunning West Germany, NATO would have to "use them or lose them."

But NATO political and military leaders express confidence that the United States would be willing to use other types of nuclear weapons if necessary to protect Europe.

"I don't know if a senior U.S. official Republican or Democrat, who doesn't know that the security of the United States is totally tied up in the security of Europe," a senior NATO planner said.

A final advantage of the intermediate-range weapons is that NATO planners believe that they could use a single Pershing-2 or cruise missile, rather than another nuclear missile, with somewhat less risk of triggering an all-out nuclear war.

As intermediate-range European-based weapons, the missiles would carry the "message" that NATO was interested in bringing a European war to an end rather than in raising the nuclear stakes to the strategic level.

## GADHAFI: Algerian Union

(Continued from Page 1)

by blitzing Iranian cities with air raids, artillery and new long-range missiles that can reach Tehran. The Associated Press reported from Manama, Bahrain.

Two missiles hit the Iraqi capital, on Monday night and early Tuesday, killing or wounding an unspecified number of people. These were the first such attack since Feb. 13.

Government newspapers in Baghdad said the military would make the first use of a new type of Iraqi-manufactured missile to attack Iranian cities, indicating that Tehran would be the main target.

They said the missile's range was just over 400 miles (650 kilometers), which means it could reach the Iranian capital from Iraqi territory.

Colonel Gadhafi has been repeatedly identified by Western nations as a major supporter of international terrorism. His residential compound was a target in the U.S. air strike on Tripoli in April 1986 that followed the bombing of a discotheque frequented by American servicemen in West Berlin.

Colonel Gadhafi's most recent effort at union was with Morocco. The political accord began in 1984 and collapsed earlier this year. The union with Algeria aligns two nations that have traditionally been hostile to King Hassan II of Morocco, a close ally of the United States.

## Data Network Set On Nuclear Safety

(Continued from Page 1)

PARIS — Heads of electricity utilities from around the world have agreed after a two-day meeting here to establish an international information network to promote nuclear power safety.

Lord Marshall of Goring, chairman of Britain's Central Electricity Generating Board, said Tuesday that the organization would be funded by electricity utilities and would complement the work of the International Atomic Energy Agency and similar bodies.

Four regional centers, to be set up within a year, would trade information on reactor performance and nuclear accidents but would have no disciplinary powers.

## TAIN: Traces of the Chernobyl Disaster in European Food Supplies

(Continued from Page 1)

"I've given up mushrooms this quarter in Montelimar, in southern France.

"This contamination is certainly not harmless," Mr. Courbon said.

A spokesman for the Ministry of Agriculture in Bonn said it was impossible to say to what extent the ministry's advice is being heeded by Germans, who are avid mushroom-seekers.

"Old pockets of contamination keep turning up throughout Western Europe," said Anthony Brenton, a European Community environmental official in Brussels. "It's both surprising and worrying that these after-effects keep turning up for longer than we had expected."

"The radiation effects are lasting a lot longer than anyone thought possible," said Walter Patterson, a Canadian nuclear physicist who works as an independent analyst and writer in England.

"In general," he continued, "we have not registered levels above the average. The levels vary for each single mushroom, depending on where it grows. In southern Germany, there have been individual mushrooms, particular morels and other varieties that grow in woods, that have been above the average. But then it's little actual danger."

Michel Schroeren, a spokesman for the environmental Green Party in Bonn, said: "For the government to have issued any warning at all, however mild, things really must be serious. It has played down the risks ever since the accident."

In Montelimar, Mr. Courbon said, many of the 200 varieties that CRII-RAD tested in the dry state had registered higher levels of radioactivity than the EC limit, although to a much lesser extent than the yellow boletus.

He said that some popular mushrooms, including girolles, cèpes from Périgord and Boézat, cèpes de l'Aude and morels had becquerel amounts under the EC limits. Truffles, he said, are free of radioactivity.

In general, Mr. Courbon said, the mushroom crop this year has proved to be more radioactive than the one last year, which came only six months after the Chernobyl accident in April 1986. This is apparently because leaves affected by radioactive rainfall later fell to form the loan from which mushrooms extract nutrients.

In Britain, mutton has been affected. In North Wales and in Cumbria, the site of a major radiation leak 30 years ago, 475,000 sheep cannot be sent for slaughter this week because they have absorbed excessive amounts of radioactivity from grass in upland areas, according to the Ministry of Agriculture.

"Old pockets of contamination keep turning up throughout Western Europe," said Anthony Brenton, a European Community environmental official in Brussels. "It's both surprising and worrying that these after-effects keep turning up for longer than we had expected."

"Europe is a group of relatively small countries with a lot of trade among themselves," Mr. Brenton said. "We want to keep that trade as untrammeled as possible, and that is why it is so important to have a uniform set of rules."

The subject is likely to come before EC foreign ministers when they meet Oct. 19 and 20, he added.

But experts have not agreed on where to draw the line. West Germany has said that in the absence of agreement, it will continue to enforce the existing level of no more than 600 becquerels a kilogram for foodstuffs.

But mushroom-lovers are still left in a dilemma: to eat or not to eat? The advice of Mr. Brenton, the Swedish expert, is to keep enjoying, but in moderation.

"I'm going to the forest to pick wild mushrooms as usual," he said. "You don't eat them in large enough quantities to be affected."

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## CONFERENCE LOCATION

## Tamils Kill 8 Soldiers and 3 Officials

By Richard M. Weintraub  
Washington Post Service

**NEW DELHI** — Tamil separatist guerrillas killed eight captive Sri Lankan soldiers and three government officials Tuesday in their stronghold in northern Sri Lanka, in an upsurge of violence that threatened to undermine an Indian-backed peace agreement.

The Liberation Tigers of Tamil Eelam said the slayings were in revenge for what they characterized as the forced suicides of 12 of their men, including two regional leaders, who swallowed cyanide pills Monday as government troops were putting them on a flight from the Jaffna Peninsula to Colombo, the capital.

Officials in New Delhi acknowledged that the two-day toll had dealt a severe setback to efforts of the Indian peacekeeping force in Sri Lanka to bring an end to the

violence that has shaken the country for five years.

Three government soldiers were reported to have been wounded in attacks by the Tigers on two army camps on the peninsula.

"It will take us weeks to try to get back to where we were" in progress toward ending Sri Lanka's ethnic strife, said an Indian official.

Other observers said the sudden surge of violence, including the fatal shooting of an Indian soldier late last week, had placed India's peacekeeping effort in a precarious position.

There were no signs that India was reconsidering its increasingly exposed position in the conflict, however.

"Neither side really wants us to leave," said an official. "There is a lot of pressure for us to act more forcefully, but that is not our style. Once you shoot an arrow you can't

get it back and you can't be sure it will do what you want it to do."

The cyanide deaths at Jaffna's Palaly airbase Monday and the killings of the soldiers Tuesday underscored the fanaticism of the Tigers, the main Tamil guerrilla group, and the difficulties in putting the accord into effect.

Tiger guerrillas, many in their teens, often wear cyanide capsules and vow to commit suicide rather than be taken alive. Very few have ever been captured.

A peace agreement signed two months ago by President Junius R. Jayewardene of Sri Lanka and Prime Minister Rajiv Gandhi of India brought hopes of an end to the bloodletting between Sri Lanka's majority Sinhalese community and its minority Tamils, whose guerrillas have been fighting for a separate Tamil state.

Indian officials say they have succeeded in getting Tamil guerrilla groups to turn in much of their weaponry, including most of their machine guns and mortars.

"They no longer have the capability of carrying out guerrilla warfare," said an official.

Yet a spate of small-arms attacks, many by one Tamil group against another, has left Sri Lankan authorities nervous.

In addition, the Tigers refused to endorse the peace accord until about a week ago, when they agreed to cooperate in forming a joint governing council for Sri Lanka's Northern and Eastern provinces, as called for under the accord.

Within a day, however, the group's leadership withdrew its endorsement of the makeup of the provisional council, drawing sharp criticism from Colombo and New Delhi. The action also opened the door to renewed violence.

Before Monday, the surge in violence was mostly in Eastern Province, which is divided almost equally among Sinhalese, Tamil and Moslem Sri Lankans. Recent attacks there included four on Indian peacekeeping units, apparently by government irregulars or local police.

When 17 of the Tigers were taken into custody on a boat off the Jaffna coast, it became a test of the peace accord and the three major players under it: India, the Sri Lankan government and the Tigers' leadership.

Sri Lankan authorities insisted that the boat was carrying heavy weapons and was illegal under the agreement.

The Tigers insisted that their men carried only personal weapons, tacitly acceptable in the short run under the accord. They said the men would commit suicide if the Indian peacekeeping force allowed the government to move them from the main government base on the Jaffna peninsula, which is also the main Indian Army headquarters for Sri Lanka.

"If our cadres and leaders are allowed to die," a spokesman for the group said, the Tigers "will not be bound to observe the cease-fire and cooperate with" Indian troops in "maintaining peace in the Tamil areas."

Just how the suicide scene occurred Monday remains unclear.

On Tuesday morning, according to reports from Colombo, the Tigers informed the Sri Lankan Army that the bodies of eight soldiers could be found at the Jaffna bus station. The soldiers had been captured March 23 at an outpost near the town of Jaffna.

Later, a police constable was reportedly killed in the town of Vavuniya, and the manager and deputy manager of a government-owned cement plant on Jaffna's northern coast were gunned down in their offices.

## 130 Killed in Uganda Mystic's Force

Reuters

**KAMPALA**, Uganda — Hymn-singing followers of a rebel priestess launched suicidal attacks on Ugandan troops on Monday and 130 were killed, government field commanders reported.

The followers of the priestess, Alice Lakwena, died like hundreds before them — charging into battle in eastern Uganda smeared with a magic ointment they believe protects them from bullets.

More than 500 members of Miss Lakwena's Holy Spirit movement are reported to have been killed in the last four days, and tallies of the dead in the rebellion total several thousand.

But Miss Lakwena, who is described by Ugandans as a beautiful and devout prophetess in her early 30s, still has an army of at least 5,000 in the field.

A Defense Ministry statement, carried by the Uganda radio, said the army killed 280 rebels from the Holy Spirit Movement in a major battle in the southeast on Friday.

Kampala press reports said the priestess broke

through an army attempt to encircle the remnants of her force, taking with her a long-range field gun hauled by donkeys.

The Roman Catholic newspaper Munno said villagers burned 12 rebels alive and clubbed others to death. The Defense Ministry appealed to villagers to take prisoners.

The fighters, all drawn from the Acholi tribe of northern Uganda, believe that the priestess is a living saint and a powerful sorceress. They go into battle poorly armed and fight with their trousers rolled to the knees.

More than 1,000 of them have been killed in suicidal attacks on government positions in eastern Uganda this year.

The government has not disclosed its own casualties, but reporters who visited the battlefield put the number of army dead at 26.

Several more conventional guerrilla groups oppose President Yoweri Museveni's government in northern and eastern Uganda, but the Holy Spirit Movement has taken the brunt of the fighting.

## Bucharest Political Shake-Up Widens

Reuters

**VIENNA** — President Nicolae Ceausescu, demanding an overhaul of Romania's sagging economy, has reshuffled his ministers and ordered expulsions from the Communist Party Central Committee.

Mr. Ceausescu blamed arrears and failures on bad management.

"It is therefore necessary to change completely the work style and methods in all sectors of activity," Mr. Ceausescu told the Central Committee on Monday, the Agence news agency reported.

Romania has succeeded in halving its debt to the West, to \$3.5 billion, since 1981. But the drive to cut the debt led to austerity that is among the harshest in East Europe.

At least 18 ministers have been dismissed or reshuffled in the past five weeks. Western diplomats said that is a high number even for Romania, where Mr. Ceausescu often rotates senior officials in a policy

of "rotation" to harden the economy.

Those are more than the usual merry-go-round," a diplomat said.

"It's big news, but how exactly to read it is premature."

that he argues helps them to perfect their work.

The changes appeared to take on a new complexion when the interior and justice ministers were replaced at the weekend. Most reshuffles had been in energy and other economic sectors.

The former state security chief and deputy interior minister, Tudor Postelnicu, replaced Interior Minister George Honosean, and Maria Bobu, formerly deputy minister of justice, took over from Gheorghe Chivulescu as minister.

"Those are more than the usual merry-go-round," a diplomat said.

"It's big news, but how exactly to read it is premature."

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# INTERNATIONAL Herald Tribune

Published With The New York Times and The Washington Post

## The Real Story on Jobs

Unemployment in the United States inched down to 5.3 percent in September with a hardly a whiff of inflation, and the White House is crowing.

The administration certainly can take credit for keeping a heavy foot on the fiscal accelerator, stimulating the economy by running its amazing budget deficit. But with the country's capacity to sustain high employment with stable prices results largely from broad trends beyond the immediate control of policy. The real question is not who should get the credit, but whether Washington can contain the political forces that would reverse the gains.

A half century after publication of John Maynard Keynes's General Theory, it is no longer considered a fear for government to create jobs. The trick is to maintain high employment without pushing up wages and then prices. That goal seemed ever more distant after the 1974 and 1980 recessions. In the Carter years, it was conventional wisdom that the "natural" rate of unemployment, the minimum compatible with price stability, was the rise.

Now it is clear that high unemployment resulted mainly from transient factors, notably the difficulty of absorbing the huge baby-boom generation into the labor force. There were more than 37 million births between 1955 and 1964, for instance, compared with 25 million between 1935 and 1944.

This bubble was further inflated by the dramatic increase in the proportion of women seeking work. In 1962, only 38 percent of adult women were in the labor force. By 1982, the figure had risen to 53 percent.

The coincidence of a suddenly tight world market for oil and the loss of hundreds of thousands of jobs to industrial imports completed the dismal portrait of an economy unable to provide

enough work without overheating prices.

New America's luck has turned. New entries to the labor force are falling and most workers displaced by imports have found other jobs. Meanwhile, foreign competition continues to discipline labor markets; business rarely offers wage increases greater than productivity gains, even where labor is scarce.

The stratospheric oil prices of the '70s generated sufficient supplies to render oil prices insensitive to modest changes in consumer demand. Other commodities are also in chronic glut for a variety of reasons — the Green Revolution, stagnant demand from Europe, the versatility of synthetic substitutes for fibers and metals.

All this suggests that the economy should be able to absorb millions of marginally qualified job seekers in the next decade, striking a mighty blow against poverty without new inflation. But a leaner, more flexible economy has made life harder and riskier for many businesses. The outlook for employment could turn dim if Washington succumbs to demands for a corporate safety net.

Congress has been sensitized to the inflationary threat posed by, say, tighter quotas on clothing imports or regulation of airfares. But other inflationary ideas have stirred too little alarm, like punishing countries that export commodities produced in the United States, curtailing U.S. food production and limiting cheap foreign uranium to a third of the domestic market.

Americans without portable skills or the money to attain new skills have been badly bruised by a decade of convulsive change. That sacrifice ought not to be rendered meaningless just as the fruits of economic restructuring come within reach of those most in need.

— THE NEW YORK TIMES.

## Reach Out to Mozambique

The fate of struggling, bereft Mozambique may not weigh greatly in the geopolitical scales, but this former Portuguese colony has become the object of an intense ideological tug of war. The argument is between those who consider Mozambique Marxist and Soviet-oriented, and therefore a fit candidate for liberation under the precepts of the Reagan Doctrine, and those who see in President Joaquim Chissano a lapsed or lapsing Marxist whose pragmatism and, above all, whose desperation to save his country from South Africa and from underdevelopment, make him a fit candidate for Western cultivation.

We think Mozambique is a country well worth the West's reaching out for. Certainly President Chissano, who was received Monday by President Reagan, is making a big push to strengthen and display his Western ties, even as he takes economic and military aid (but no troops) from Moscow. The most interesting aspect of the American argument over Mozambique, however, lies not so much in its terms as in the principal parties to it. The parties are not, as you might expect, Ronald Reagan and his left. The parties are Ronald

Reagan and conservatives to his right. As a country where an ostensibly anti-Communist resistance is going on without American backing, Mozambique has become a symbolic cause for hard-core conservatives. They demand that Mr. Reagan conduct there the rollback policy he is conducting elsewhere in places where Marxists came to power in the past decade.

To his credit, Mr. Reagan is resisting these urgings. His more subtle and pragmatic policy sees Mozambique's Renamo guerrillas accurately as clients of unregenerate South Africans and Portuguese, recognizes the African nature of Mr. Chissano's leadership and welcomes the opportunity for the United States to perform a limited but useful service of diplomatic brokerage between South Africa and Mozambique. The issue comes soon to Capitol Hill in the form of an administration-backed effort to end last year's congressional ban on including Mozambique in an important regional transport project. Among Renamo's champions there are those like Senator Jesse Helms who appear immovable on the issue, and those like Senator Bob Dole who should know better.

— THE WASHINGTON POST.

## Diplomacy at a Discount

Unless Congress decrees otherwise, the United States soon will be closing 15 overseas diplomatic posts, including two embassies, and laying off 1,300 employees from a State Department payroll of 22,000. Congress proposes to slash a crippling 23 percent of \$167 million from the department's budget. And this is being inflicted by the same lawmakers who proudly bewail Washington's declining global influence and risky dependence on foreign nations.

These prospective cuts represent the mentality of a banana republic, not a great power. Diplomacy is the first line of defense and the front line of peace.

The desire to reduce the federal deficit makes sense. But the cuts are far from equitable and sensible. The same Congress that begrudges diplomacy approves by voice votes billions for pork-barrel programs. And it is not just a matter of pouring money into vote-getting domestic programs. Congress

has disproportionately cut State Department operations overseas compared with overseas missions of other departments that employ 70 percent of U.S. personnel abroad.

The lawmakers are playing dice with the country's security: America's Foreign Service officers supply the bulk of political and economic intelligence. They often work under the worst and most dangerous conditions, as in Lebanon. Now they are asked to do more for less, and are blamed for failures to improve embassy security in Moscow — which is a bit much coming from legislators who for years showed so little interest in repeated appeals for needed security funds.

No homeowner would sensibly economize by canceling fire insurance. That is what Congress proposes to do — unless the Senate rises above the House's banana republic reflexes and reinstates money denied a federal department as vital as it is vulnerable.

— THE NEW YORK TIMES.

## Free Trade Has Its Risks

At the last moment, President Reagan and Prime Minister Brian Mulroney wanted a free-trade agreement badly enough to take risks. They were right to do it, for this agreement can bring important benefits to both countries. But the risks are not minor. The two governments now have to enact legislation to bring the agreement into effect, and each commander will have to deal with heavy fire from entrenched protectionists.

This free-trade zone was conceived by both governments to set the world an example of enlightened commercial relations. Some experts objected that it pointed toward bilateral deals rather than worldwide rules. The answer was that the system of worldwide rules — the General Agreement on Tariffs and Trade — was becoming creaky and obsolescent. The Canadian-American agreement can set a standard for the GATT.

As the talks went on they inevitably got entangled with shoes and ships and sealing wax — all the grievances over specific com-

mmodities that are the substance of trade. But the most difficult of the differences seems to have been resolved ingeniously. Canadians do a lot of subsidizing, but much of it is irrelevant to exports. They feared U.S. companies would use exaggerated complaints about these subsidies to keep Canadian exports in litigation. The solution is to be an international tribunal. It will abide by each country's law but guarantee that the law is fairly applied. If U.S. companies are right in saying they only want orderly enforcement of rules against unfair subsidies, they have nothing to lose. If Canadians are right in saying that the United States has indulged in stretched, tendentious readings of the law, this tribunal will correct it.

Next comes a fierce attack on the agreement by all the industries in both countries that find the idea of expanded competition to be deeply threatening. They are entitled to a hearing. But they don't deserve to win.

— THE WASHINGTON POST.

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## A Troubled Maghreb Looks Past Bourguiba

By John K. Cooley

LONDON — When President Habib Bourguiba drank a glass of orange juice at high noon in the holy city of Kairouan one day some 25 years ago, it was one of those simple acts that can change history.

Several more recent acts may have postponed a revolution. On Sept. 27, a Tunis court spared the life of a Moslem fundamentalist leader, Rachid Ghannouchi, but sent him to prison for life. President Bourguiba, warned of the fundamentalists' growing boldness, reshuffled his cabinet, appointing as prime minister a professional soldier with a reputation as a tough security chief, the minister of state for the interior, Zine al-Abidine Ben Ali.

Bourguiba was blamed again in the trial of Mr. Ghannouchi and the others, who are accused of plotting to murder Tunisian leaders if the death sentences against seven of the 90 fundamentalists tried last month are carried out (five of the seven were sentenced in absentia). But for the moment, Mr. Ghannouchi, one of

**The real struggle in North Africa today is economic, not religious; it is about survival.**

Mr. Bourguiba's most formidable opponents, has not been made a martyr.

Still, the United States and Western Europe soon will have to face the consequences of Islamic resurgence throughout the Maghreb, or Arab West, as the Arabs call North Africa.

In a way, it all began with Mr. Bourguiba's defiant consumption of that glass of orange juice long ago. It happened in the fasting month of Ramadan. Believers are supposed to take no food or drink in the daytime unless ill or traveling.

Mr. Bourguiba drank the juice in view of television cameras and thousands of religious notables and ordinary Tunisians. It set the tone for the secular reforms he brought his country in the years to come.

Mr. Bourguiba was belligerently playing his role that day not only as a benevolent dictator but as a teacher of his people. He was demonstrating that fasting could be harmful to health and productivity at work. He went a step further and ordered cafés and restaurants to keep normal hours, even during Ramadan.

This was a small but crucial part of the long campaign by the "Supreme Combatant," as Mr. Bourguiba enjoys being called, to separate religion and state in Tunisia.

Monogamous marriage, divorce and voting rights for women, encouragement of Western dress, equal educational and professional opportunities, all were part of the secularizing process that Mr. Bourguiba began soon after wresting independence from France in 1956.

I interviewed him in 1965, after his return from a Middle East trip. He drew public scorn but private approval from Arab leaders like President Nasser of Egypt by urging peace talks with Israel based on United Nations resolutions for Palestine. "Tunisia has to become a modern state," he told me. "We have taken the best from our foreign invaders, from the Phoenicians to the French. We are an Islamic country, and we're good Moslems. That doesn't mean that we are

zealots. The zealots must never rule."

What has happened to reverse Mr. Bourguiba's work, to infatuate Tunisian youth with prayer, the Koran and cover-up dress for women who once preferred jeans? What has impeded a new fundamentalist vision to so many Tunisians?

The government's most facile answer is: Ayatollah Ruhollah Khomeini's Iranian revolution. Tunis broke diplomatic relations with Tehran in March, charging that the ayatollahs were sending arms, money, tracts and agents to spread Iran's clerical style of rule into North Africa.

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## OPINION



Habib Bourguiba by Douelle.

nel Moammar Gadhafi in Libya, if the economic disaster brought by lower oil prices and the colonel's doctrinaire mismanagement grows worse.

The problem is that the population has been rising in North Africa far faster than the number of jobs. The struggle today is for survival.

In Tunisia, the United States assumed the main burden of economic aid after the French left. In the early 1960s, U.S. aid officials would point proudly to Tunisia, then the highest per capita recipient of American assistance in Africa, as a model of how such help could spur development. But economic aid has dwindled, or been converted to military aid.

Throughout North Africa, economic growth has almost ceased. Export taxes like Tunisian olive oil, Algerian citrus and Moroccan sardines compete with those of Mediterranean Europe. Water resources and farmland are badly mismanaged that the desert year overtake more land where food should be growing.

By the late 1950s, the Maghreb is likely to be an international basket case, in Henry Kissinger's phrase. The United States is unlikely to do much about it. The problem will be dumped back in the laps of the former colonial powers.

Unless the best minds in the Arab world and the West can find urgent socioeconomic solutions in North Africa, the local equivalents of the mulahs — people like Rachid Ghannouchi, who turned to the Koran to find principles for a society he felt had pushed it back on religion — may impose their remedies. Forty million Iraqis know what that means.

The writer is a London-based staff correspondent for ABC News who specializes in the Middle East and North Africa. He contributed this comment to the International Herald Tribune.

## They May Starve in the Dark This Time

By Jonathan Power

was delayed for a month and a half while visas were negotiated.

British networks, with smaller and more mobile crews, had been taking more interest for some time. Michael Buerk, the BBC correspondent in Johannesburg, did a filmed report from

Three years ago, television reports prompted the greatest famine relief operation of all times. Without the horrific pictures of dying Ethiopians, 30 million Africans might have died, rather than the 100,000 who did. It was a story nearly missed.

As the African famine of 1984 became critical, the U.S. networks were covering El Salvador, Nicaragua, the Reagan-Mondale debates and Geraldine Ferraro. The famine, though reported intermittently in the serious newspapers, seemed far away.

"I have covered this kind of story in scores of places," says Peter Jennings, the ABC anchor, "and it's always a hard story to get on the air. There's always the feeling that Americans don't care."

Expense was one problem. American networks use large crews and have large overheads. So although there was plenty of talk about sending a team, the project always gave way to more immediate concerns.

By September 1984, ABC did decide to go into Ethiopia. But the trip

was a story nearly missed.

Ethiopia in July. It deeply affected British viewers and helped raise \$10 million for the relief agencies.

Mr. Buerk returned to Ethiopia in October after his bosses phoned him in Johannesburg to say that the rival commercial channel was preparing a feature on famine in Africa.

The powerful film that resulted from this trip was due partly to unusually good photography by its cameraman, Mohammed Anini, and partly to a stirring commentary by Mr. Buerk. But it gained extraordinary impact from an unforeseen event — the death

of Justice Bird, are uninhibited in their attacks on Judge Bird.

Both the left and right are ready to use all the tools of political communication against judges, as if deciding on a judgement were a campaign for governor or senator or president. The radio and television spots and the computer-generated letters employ the same systematic exaggeration and repetition. Justice Bird was defeated on

judges themselves were out-of-the-ordinary individuals. Justice Bird, the first woman to serve on the California Supreme Court, was appointed by Governor Edmund Brown Jr. By the time she faced the voters for confirmation, Mr. Brown was out of office and out of favor.

Judge Bird, a scholar and teacher whose writings offer endless fodder for intellectual debate, was named by Mr. Reagan in the twilight of his presidency, when other politicians no longer feared his power.

Hard-boiled political analysts can look at the two cases and say, "Tough luck, Bird and Bird. Your names came up at the wrong time, and your opponents were smarter, meaner, better-financed and more aggressive than your supporters. That's the way it goes."

But watching these tactics applied to judges is scary. It should send shivers down the spine of anyone who understands the role of the judiciary in American society.

History has been marred by moments when a passion seized the people and goads them to demand extreme action. Genuine conservatives, from James Madison to Robert Taft, and genuine liberals, from Thomas Jefferson to William Douglas, have understood that in such moments, the majority will howl that the offending person's or group's property be seized or their liberties suspended.

It is precisely at such moments when economic and political freedom is threatened by an overwhelming and angry majority, when a president wants to seize the steel industry or conduct mass arrests of demonstrators — that the independence and integrity of the judiciary is America's most precious resource.

Candidates for elective office now routinely face battering by public emotions created through the mass media, by opinion manipulators. To subject judges and judicial appointees to the same propaganda torture tests, whether from the right or the left, does terrible damage to the underlying values of American democracy and the safeguards of freedom. No one wins in such games.

The Washington Post.

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## OPINION

**At Last, for Steinem's Ms., Money to Go With Respect**

By A.M. Rosenthal

**N**EW YORK — Two men are sitting in a restaurant. They see a couple of women they know at another table. One of the men gets up, walks over and says, "Say, what are you two girls doing here alone?" ...

The preview issue of Ms. magazine was supposed to come out sometime in the winter, but the editors were not sure exactly when it would be ready. So to be safe they put SPRING on the cover. It came out in January, right on time.

That was in 1972. Since then Ms. has been printing on time every month, great-

**ON MY MIND**

ly delighting most of its readers, greatly irritating its critics, influencing bigger and richer women's magazines, becoming a symbol and megaphone for one of the most successful and pervasive social crusades of the century, the women's movement. And not making a dime.

Gloria Steinem, one of its founders, usually took no salary, and the rest of the staff accepted wages that would have meant picket lines elsewhere. The demographics were good (this is publishing jargon for well-educated readers with money to spare). Advertisers said they respected the magazine; they just did not advertise in it much.

So Ms. Steinem and her colleagues had to look for somebody to buy Ms. at no profit to the creators, and guarantee enough backing to keep it going for some years. John Fairfax Ltd., Australia's second-largest media group, came along with what Ms. Steinem was looking for: "real feminists with real money."

Two Australians — Sandra Yates as publisher and Anne Summer as editor — will take over from Ms. Steinem and Patricia Carbine, the co-founder, if the deal becomes final. Then Ms. Steinem can stop running herself ragged raising money for Ms. But before she settles down to just writing for the magazine, she is working to convince readers, advertisers and staff that Ms. will be the same, only a little rich.

**For Wives, It's Different**

**E**LIZABETH DOLE resigned to help her husband campaign, though he will keep his Senate seat. "It's somehow different for wives," the transportation secretary said. By resigning, she reinforced the iniquity. She assures us there was no suppliant pillow talk. Instead, the unchanged conventions of society directed her to abandon her professional autonomy and give up a job she says she loves. The odds are Mrs. Dole won't get to the White House. She has provided a sad example for working wives.

—Jean Baker, a history professor and biographer of Mary Todd Lincoln, writing in the Los Angeles Times.

Ms. Steinem did not create feminism, a statement with which both she and her detractors would agree. Betty Friedan, whose writings were a large part of the intellectual inspiration for modern American feminism, has been rewarded by hostility and iciness from much of the women's movement. She and Ms. Steinem have nothing to do with each other. Feminism has as many rivalries and self-defeating feuds as any movement. It is not played with beansbags.

But Ms. Steinem became a kind of brand-label for the movement, instantly recognizable throughout much of the world. Much that is printed about her attributes her fame largely to her appearance. Nonsense; many women are attractive and chic, but they do not achieve international reputation. There must be something more, there is.

I have known Ms. Steinem since my reporting days in India, where she was studying on a scholarship. Many of her political opinions, the people she admires and her romanticism about the Third World normally would give me hives.

But she is wonderfully good to talk and argue with. There is an intensity and sharpness of mind, but also a civility of discourse, an ability to explain and teach, that come across in a living room or a lecture hall. That ability to differ strongly without assuming enmity have made her valuable for the movement, outside as well as within. She reminds me, in those traits, of William F. Buckley, a thought that I trust will test the equanimity of both.

Like other feminist leaders, Ms. Steinem thinks more about what remains to be done than what the movement has accomplished. She says the day will come when women's organizations are not needed — in about the same time as men have banded together, 10,000 years more or less.

But even short of that day, the movement has accomplished enough so that young women, its chief beneficiaries, take what it has won for granted.

One of the gains is the ground won by Ms. Friedman's teachings that the road a woman chooses is right as long as she is free to choose it herself.

One important current case: There are feminists who criticize Elizabeth Dole for campaigning for her husband instead of staying in the cabinet. But it was her choice, and she is campaigning as a politician for a politician. She may do at least as much for the political power of women in the United States as for the senator from Kansas.

Ms. Steinem might debate that. But there is no debate that she and Ms. are part of feminist accomplishment. The reason that people can laugh when she tells the story about the man in the restaurant is that women like Ms. Steinem have made it seem so long ago.

The New York Times.

**LETTERS TO THE EDITOR****In the Light of History, Bork Casts a Revisionist Shadow**

Celebrating the anniversary of a document, even if it is the "sacred text" of the most wonderful form of self-government yet invented, is odd. If I had been home I would not have traveled to Philadelphia for the parades and oratory. Such activities do not summon the appropriate sense of reverence or gratitude. By good fortune, however, I was invited, beginning on Sept. 17, to attend a three-day colloquium on "The Theory and Practice of Constitutional Government" in the Palais de Luxembourg, the splendid Paris quarters of the French Senate. The hall echoed with the thoughts of great men of the Enlightenment, as American and French scholars engaged in theoretical discussions that transported this listener back in time.

One nagging thought, however, pulled me toward the present. I could not forget, as I sat listening to the strains of constitutional history, that the Judiciary Committee of the U.S. Senate was listening to a different voice on the subject of the intentions of the framers and the meaning of the U.S. Constitution — the voice of Judge Robert Bork.

There was little in Judge Bork's view that reflected the importance of the judiciary's role in maintaining the division of powers which Madison and Montesquieu, before him, deemed so crucial. Nor did he seem to recognize that the liberty of individuals, the security of which Jefferson and later the framers considered the primary purpose of government, could not be guaranteed by any set of words alone but required institutional and procedural protections. Nor did he seem to appreciate the perceptivity of another French observer, de Tocqueville, who noted that the unique contribution of the American Constitution was that those institutional and procedural norms were to be established and preserved by an independent

third century of constitutional rule the true voice of history still speaks to us.

ARTHUR L. BERNEY.

Geneva.

*The writer is a professor of constitutional law at Boston College.*

*Regarding the opinion column "Free Speech: It's Bork Vs. Tradition" (Sept. 4):*

Anthony Lewis asserts indignantly that Judge Bork "wants to tear up settled understandings of the U.S. Constitution." In this time this has meant that the U.S. Supreme Court has opened the way for racial integration in schools and workplaces; has helped to enfranchise large segments of the citizenry previously excluded by malapportioned districts, property requirements or literacy tests.

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## ARTS / LEISURE

## Rise of the Byblos Woman

Compiled by Our Staff From Dispatches  
MILAN—Milan seems to have discovered the fountain of youth.

Gone are the days of classic tailored clothing that put this staid northern Italian industrial city on the fashion map, replaced by clothes so young and sweet they could be hit at a kid's birthday party.

Springtime romance and freshness permeate the runway of the Trade Fair Center where the top Italian designers are presenting their spring-summer 1988 ready-to-wear collections this week.

It is hard to imagine next summer's Milan lady anywhere near the office in her ruffled miniskirt, spiked heels and short bolero jacket to reveal plenty of bare midriff.

Perhaps less eye-catching, but no more practical for city life, are the myriad of short chintz party dresses in delicate floral prints, with puffed sleeves and denude puffed sleeves and such accessories as tiny white gloves, corsages and straw sunhats.

Best at this look were two romantic Englishmen, Keith Varty and Alan Cleaver, who designed the Byblos collection.

The Byblos woman has never heard of the industrial revolution or the feminist movement, and like her turn-of-the-century counterpart strides blissfully through the park — symbolized on the runway by a peach colored willow tree — in floral printed party dresses and wide brimmed straw hats laden with silk roses and complete with heavy lace veil. She wears long gloves and her hair pinned up in back by a floral barrette.

As an extra party favor, Byblos offered a series of gaily colored super short full skirted linen dresses in bright fruit shades, which were paraded down the runway to a 1950s hit tune "Lollipop."

Karl Lagerfeld for Fendi also

adopted the party line in full petticoated floral print minidresses with oversized puffed sleeves and matching wide-brimmed hats. The facetious designer, however, completed the outfit with white knee socks and white sneakers with bright lipstick red laces: the new Fendi warm weather color.

Along with the chintz floral patterns, Lagerfeld favored youthful taffeta plaids, and cheerful garden colors for his miniskirts and dresses.

Tai and Rosita Missoni paired short snug jackets and waist-length summer-knit cardigans with bubble skirts, tiny tubes and shorts.

The Missonis are famous for the way they put colors together. This time they combined soft old rose with violet, lemon yellow and chartreuse, dark blues and greens with a rusty terra cotta.

The models wore lace stockings with flat sling-back shoes, pigtail down their backs and versions of the flat-brimmed Chinese coolie hat but the Missoni prints often had more of an Aztec look about them.

Romeo Gigli has developed his own style, which involves clothes in stretch fabrics that are fitted so snugly no bulge goes undefined. Short tight tops bare a sliver of flesh at the midriff. Still, his newest blouse falls from small, natural shoulders and bows out around the hips. He says the shape reminds him of an upside-down flower.

The blouse is usually shown with pants, and, in fact, his collection has quite a number of pants. They are also shown with either snug or oversize jackets.

Why so many trousers this time, Gigli was asked. "Because I don't like pouf skirts," he answered.

His models look less dreamy than they did in earlier shows. Their hair is slicked back into knots and anchored by many silver-colored



Photographs by Joe Donnelly  
The Byblos look for evening (left) and daytime.

ored headbands, combs, and barrettes, all worn at the same time. They look more assured, and so does the designer.

The big question is: Who can wear such youthful attire?

"It's not enough to be young at heart," said a buyer for a New York boutique. "You have to have a young body and face to match."

Said Lagerfeld of his new collection: "It is intended to give women permission to misbehave."

Three Plays  
By Dramatist  
Of Promise

By Sheridan Morley  
*International Herald Tribune*

LONDON — Sam Walter's *Or ange Tree* in Richmond has long been among the best and bravest of London's fringe theaters, and with "Definitely the Balkans" he establishes Martin Crimp as a dramatist of considerable promise. Hitherto best known for radio

THE BRITISH STAGE

scripts, Crimp is evidently aware of his proximity to another master of the unspoken threat, Harold Pinter, who also started out in radio.

He gives at least one of his three new one-act plays "A Kind of Arden," a distinctly Pinteresque label, while the second, "Spanish Girls," has a program quote from Pinter, and the title piece seems strongly evocative of "A Slight Ache," as a suburban domestic haven is invaded by a mysterious stranger able silently to uncover its ghastly marital secrets.

Yet Crimp has his own dramatic paths to chart, and they are wonderfully followed by Alec McCown, who has directed the trilogy for the stage but not been afraid of its radio origins and the correspondingly long, motionless stretches of dialogue.

In the first play a young married couple (Amanda Royle and Rob Edwards) on holiday in the Caribbean strike up a pensive conversation with an older woman (Hether Canning), in the course of which it becomes clear that her husband is dying of something unspeakable indoors and that the young man, already proud of having had his wife sterilized, is unclinched to do anything about it.

In the second play, Edwards is the son of a Holocaust victim going to Spain to confront a dying Nazi war criminal (John Moffatt) in the performance of the evening) only to find little more than an old man in love with his garden and horrified by the new skyscraper across the road.

In the last and longest play, Moffatt and Canning are a middle-aged married couple able only in passing to refer to the violence that lies just out of range of the family snapshots.

All three scripts suggest a brittle,

random, quirky gift for sinister anecdotes and veiled insults. All are interlinked by themes of domestic cruelty and social bigotry. These bickering, semi-detached, inconsequential chats are laced with the acid of real hatred and the blood of marriages in decay.

Crimp is a writer to watch or at any rate overhear, and it would be good to find his talent for sunbaked desolation turned next toward a less fragmentary full-length plot.

At the Everyman in Cheltenham, Warner Brown's "The Prospero Suite" is a summing, if uncharacteristically terrible, little play that sets out from an intriguing and partly factual premise, though its faintly documentary base is nowhere acknowledged. Several years ago, a distinguished and aging British film director appeared in front of a gathering of New York critics who were so savage in their damnation of his current production that he was unable to make another film for several years. When he did eventually return to them with a new film after more than a decade in self-imposed exile, it was generally acclaimed as a classic, and the very same American critics gathered now to honor a genius, seemed more than somewhat amazed that he had taken their previous assassination so very much to heart.

Brown's drama wonders vaguely what might have happened in the years of enforced semi-retirement and tries to deal with a vast range of allied questions about critical integrity and artistic inspiration. The setting is a New York hotel room only slightly less spacious than Westminster Abbey and furnished in much the same way.

There we are introduced to the director (James Greene), looking suitably ghostly, his tycoon mother (Hazel Douglas), looking about old enough to be his second wife, a long-suffering secretary (Diana Payan), a bitchy critic (Beth Ellis) and various other hangers-on all of whom wear the glazed smiles of actors who have read the rest of the script and therefore know ahead of us that it isn't going to get any better.



John Moffatt in "Spanish Girls."

Paul Thompson

trend-setting audiences about the nature of true suffering.

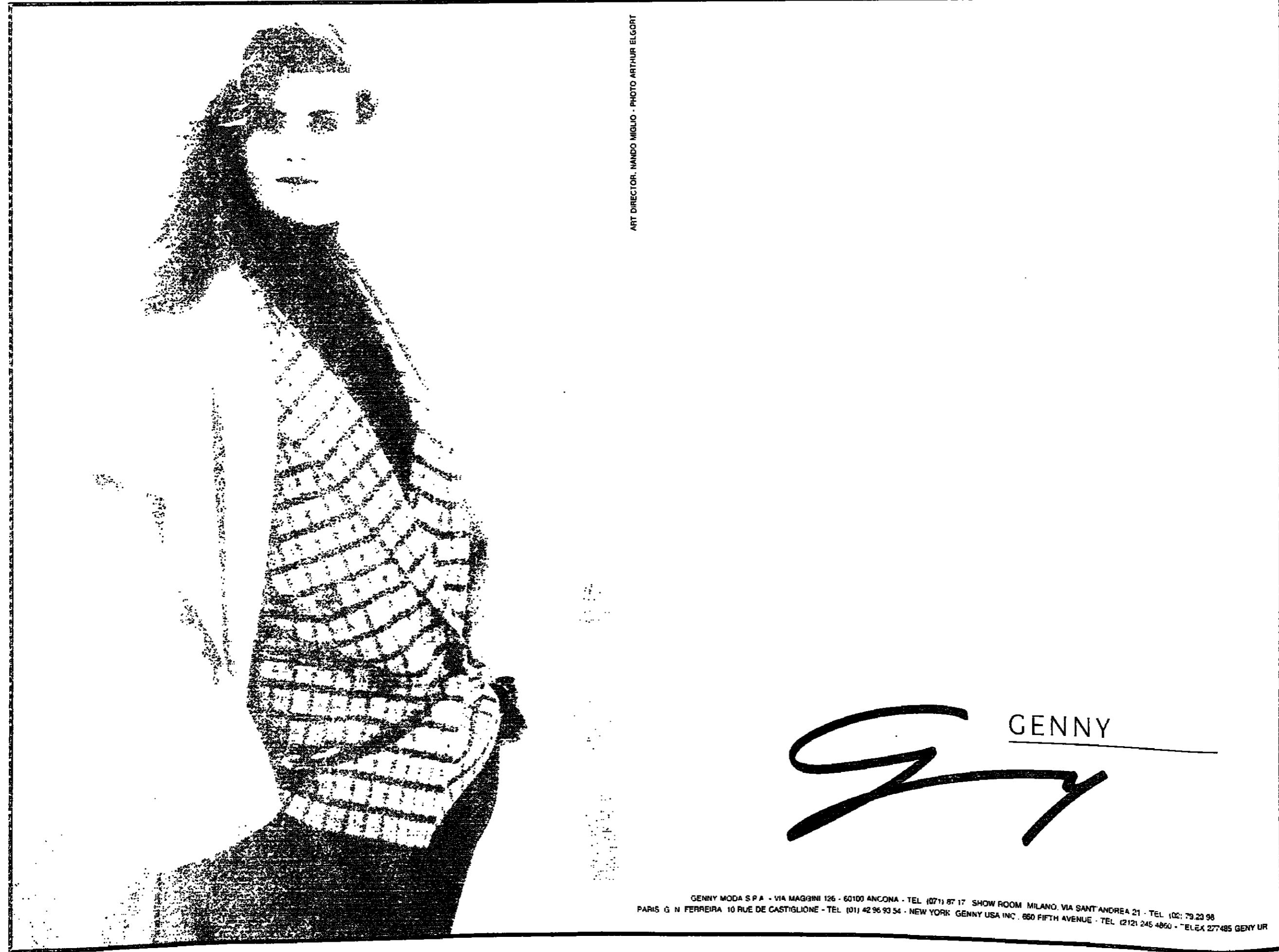
Until you have watched eight actors on an empty stage crashing into each other while performing a ritual dance of death, you have no idea what it is like to spend an evening in the company of a writer who wants to say something about inner-city personal decay but has yet to decide quite what. Accordingly we get a lot of the agony as a night community of derelict drunks, addicts and loonies faces up to the occasional medical raid, but none of the character insight or communal drama that might have led to a coherent comment. Where O'Casey's people lay in the gutter and gazed at the stars, Morton's lie in the gutter and gaze at the gutter. They are allowed a kind of bleak poetry ("You know what beauty is? There isn't any") but much of it, like the play, desperately needs editing and shaping while the characters seem to have been assembled as case studies rather than real people.

Thin lines of plot concern a mad mother's search for her missing baby and a vague desire to clean up people as well as neighborhoods, but in this urban English "Lower Depths" there is the constant feeling that both the playwright and the director (Lindsay Posner) would perhaps have preferred to have been out there with a documentary unit filming the real horror instead of having to re-create it in artificial studio-theater conditions. Sketchy, fragmentary dialogues and an occasional shriek of random despair add up to a reminder that underneath the arches of Thatcher's Britain a lot of people are mentally and physically more dead than alive, but still not to a recognizable play.

## DOONESBURY



BY GENE SISKEL



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# MARTINI & ROSSI INTERNATIONAL

A WORD  
FROM THE  
COUNT

COUNT Gregorio Rossi, who has tested on the 300 different beverages manufactured by Martini & Rossi, sat the morning reviewing a new Martini advertising campaign at the company's offices on the Champs-Elysées in Paris. Rossi, who was born in Turin 50 years ago and now lives between Italy, Paris and Spain, expressed concern about the need to maintain Martini's finely public image. He requested fine modifications in the to-be-television presentation, discussed legal ramifications with the corporate lawyers and then chatted about the company which his family founded in the mid-19th century.

**What do you think the word Martini means to people?**

Whether they drink Martini or not, people usually have a positive reaction when they hear "Martini" because of our trendy publicity and highly visible sponsorship activities.

Many people know that Martini is a light, wine aperitif but few realize it is the best-known product of the General Beverage Corporation (GBC) a multinational company specializing in the production and distribution of alcoholic and non-alcoholic beverages.

A few consumers are aware that many other products — Porto Offy, St-Raphaël, Noilly Prat, William Lawson's, Cognac Gaston de Lagrange and Vodka Eristoff — belong to a private parent company with over \$1 billion dollars in annual sales.

We are a global concern and Martini's evocation of both the exotic and convivial is an ideal corporate symbol for a multinational company with Italian roots.

**Why haven't you taken General Beverage Corporation public?**

A lot of bankers and brokers want us to go public and it is a fashionable and seemingly profitable operation these days but we don't want to make this move because we have developed sufficiently not to need outside capital. And we do not want to be compromised for the time being by the constraints of having to answer to public shareholders. We prefer to be fast-moving, flexible, and independent.

**Are you planning more acquisitions or new market developments?**

Our strategy is to build or acquire international brands within the alcoholic drinks sector. We want good name brands with a long-term future and our past acquisitions indicate the type of well-known companies we seek to purchase. Once we have a particular product in our stable, we use our marketing, commercial and distribution machine to best position and sell it. We currently lack a champagne and may make further acquisitions in the wine sector.

The products we have acquired are still increasing market penetration and we would like to make all these brands as popular as Martini. This requires a well-orchestrated mix of marketing and the distribution of good, irreproachable products. We are forming associations to speed this process. For example, earlier this year we began using Bacardi Imports as our distributor in the U.S.

**What is Martini & Rossi's principal challenge during the next five years?**

We hope to maintain our steady progression of five percent annual growth in volume and ten percent in sales. We want to continue improving our dynamic and innovative management structure. And we must keep producing high-quality products backed by a vast promotional effort and an expanding distribution network.

— Joel Stratte-McClure



## BRINGING BEVERAGES TO THE WORLD

**G**ENERAL Beverage Corporation, a holding company whose chief asset is the Martini & Rossi beverage empire, is completely private and not likely to become a symbol on any stock exchange. Count Gregorio Rossi, a managing director of the Group and member of the Rossi di Montelera family, descendant of the original founders of Martini & Rossi, explains that the corporation does not require external financing and its shareholders intend to keep GBC completely in their hands in order to maintain independence and flexibility.

Yet GBC has become a \$ billion company with 4,200 employee manufacturing and selling over 30 products through 80 subsidiaries and affiliates in 25 countries. The Group, a holding company, is run by GBM (General Beverage Management), whose managing directors are Count Gregorio Rossi and Marquis Gianluca Spinola, assisted by Maurizio Cibrario and Fernando Piqué. Analysts agree that GBC's prowess in the competitive wine and spirit industry's largely due to the distribution network it

commands. Indeed, GBC companies combine to form an international production and distribution system that would be difficult to rival. Thirty-two million cases, or some four hundred million bottles, of beverages manufactured by Martini & Rossi are sold each year. And besides giving the group a solid strategic direction, GBC, through its specialized subsidiaries, provides overall marketing, technical, financial, administrative and data processing services.

All this is a long way from the origins in 1863. Then three partners — Alessandro Martini, Teofilo Sola and Luigi Rossi — took control of an established 18th-century firm in Turin, Italy, which had been producing vermouth, a wine that incorporates aromatic substances and bitter plants.

The new owners moved the headquarters to Pessione, today only a thirty-minute drive from Turin, to be closer to the port of Genoa. They almost immediately extended their business throughout Europe and to

Brazil, Argentina, the United States and other countries.

The name Martini & Rossi dates from 1879 when Teofilo Sola was bought out. Though Martini & Rossi is the most prominent brand name in the eyes of the general public, other companies under the GBC corporate umbrella include William Lawson's Scotch Whisky, Glen Deveron Single Malt Whisky, Cognac Gaston de Lagrange, Noilly Prat, St-Raphaël, Borsford Gin, Vodka Eristoff and Porto Offley.

"Our strategy is to diversify within the beverage and beverage distribution sector and to have a presence among an increasingly wide range of different alcoholic drinks," explains Rossi, noting that GBC has also taken financial participation in distribution and finance companies. "But there has been little incentive to delve into unrelated fields."

One of GBC's notable acquisition philosophies is to purchase and promote national bellwether drinks and

related products in different countries. In France, these products include Pastis Duval, Rum Duquesne, Cognac Gaston de Lagrange, Calvados Boulard and Nutry salted nuts. As a result of such diversification, competition varies from market to market.

The majority of GBC's business today is within Europe. France, which counts 20 GBC subsidiaries or affiliates, Italy, England and Spain are easily the largest markets. Beyond Europe the company is best known in South America where there are, for example, thirty different products sold in Uruguay.

Martini & Rossi products are often produced in varying strengths according to national legislation governing alcoholic content in different markets. But the Martini colors, logo and advertising campaign are the same worldwide.

"We were one of the first companies to recognize the value of international advertising and we spend ten percent of our revenue annually keeping our products in the public eye," concluded Rossi. "People know that they can find Martini and other products in their home town."

— Joel Stratte-McClure

BACK  
TO THE  
SOURCE



MYRIAD of exciting aromas — including mint, caramel and some of the two hundred herbs and spices mixed and macerated to create the vast array of Martini & Rossi products — linger everywhere at the company's 15-hectare facility near Torino. And Emilio Marocco, one of the firm's managers, instantly identifies every one of them as he strolls through buildings where a variety of beverages are manufactured, bottled, stored and shipped.

This area of northern Italy has been a production center of mixed wines, vermouth and liqueurs since the Renaissance. Today, four million cases of different beverages are produced here yearly by 300 employees, making this the largest of Martini's 23 production sites throughout the world. Fifty percent of the output is sold in Italy while the remainder is shipped to countries where there are no local production facilities, like the United States and Canada.

The facade at Martini & Rossi's traditional two-story Piedmont villa is decorated with the corporate name and the installation is like a small city, containing its own herb garden and a street named via Roma. Walking through the complex, with its surprising smells and intricate machinery, is a bit like being a kid at a chocolate factory. The calm of the sedate company town with a population of 500 is interrupted only infrequently by the Rome to Paris train.

A tour of the site ranges from the manufacturing and bottling of the world's most popular fruity sparkling wine, Asti Spumante, named after the nearby town of Asti, to the herbal room which contains the secret blend that makes Martini Martini. In a laboratory, technicians are checking the quality of Vodka Eristoff, China Martini and other Martini & Rossi products.

"Quality and control at every step of the production process are the key to Martini's success," Marocco explains, letting a visitor he can taste the freshness of aromatic Muscat grapes in a just-opened bottle of Asti Spumante.

But the large wood and steel storage containers, high-tech bottling machines and quality control laboratory vividly contrast with a stunning subterranean Martini museum that attracts 30,000 visitors a year.

Located in the renovated brick-lined cellars, the 18-room museum opened in 1960 and initially included artifacts assembled by Lando Rossi di Montelera. Today its 500 Erruscan, Attic and Apulian objects, collected with the assistance of the Italian Department of Culture, trace winemaking from the seventh century B.C. to the present.

The oldest objects in the museum, which emits only a slight hint of must and aromatic herbs on rainy autumn days, are Apulian "olpi" used for pouring wine and decorated in early Geometric design on terra cotta.

One room is devoted to wine presses, including those of Pliny and Caro which were in wide use until the first century. Another chamber features ornate and colorful agricultural carts employed to transport grapes during 18th-century festivals.

"The museum gives a touch of Dionysius to contemporary Martini & Rossi," explains Marocco, as he taps one of the old wooden casks and points out a bust of Bacchus.

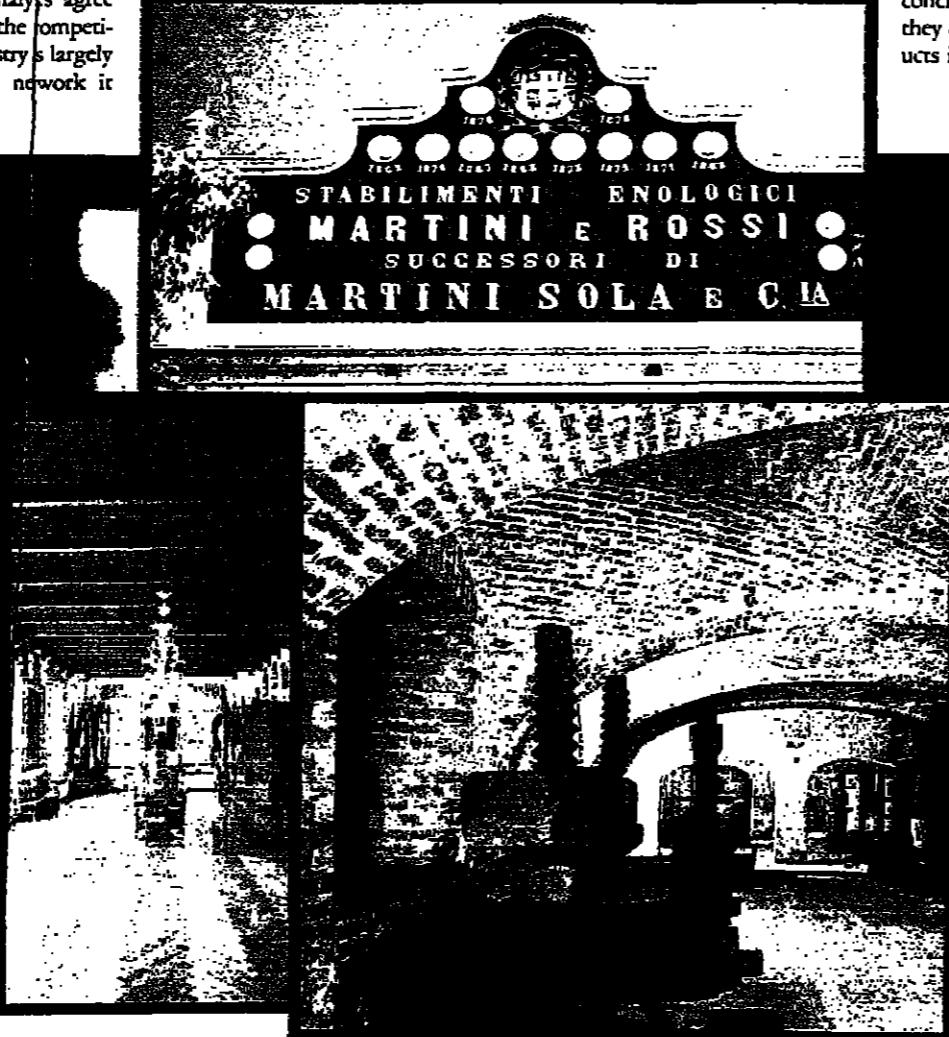
After the tour, visitors are taken to an expansive room where bartender Giuseppe Finello, once he ascertains that they are not spying for a rival, mixes his latest creation. On the wall are plaques showing prizes that Martini won decades ago in St. Louis, Budapest and Dublin. And behind the bartender are the wide range of drinks elaborated by Martini today.

"The beauty of the latest exhibits in our museum," Marocco says, pointing to the wall of different beverages, "is that they have great value but can still be consumed."

— Joel Stratte-McClure



Count Gregorio Rossi di Montelera



The facade and interior of the Pessione museum (center). The museum contains such collectors' items as an Apulian "olpi" (above) and antique winepresses (left).

# MARTINI & ROSSI

## THE MAKING AND SELLING OF MARTINI

**T**HE people who market Martini like to think the beverage could sell itself. But Martini & Rossi is universally renowned for the seductive and sophisticated advertisements for its products, on which it annually spends around \$60 million (just for Martini).

Martini & Rossi was one of the first companies to create international advertisements employed in different countries with modifications made only to the language of the text or script. The practice began over fifteen years ago and established the company in the vanguard of advertising.

"Martini sets the pace and has become a case study for pan-European and international advertising," explains Martin Mayhew, executive creative director for McCann-Erickson Advertising Limited, the agency which has handled the Martini & Rossi account for 17 years. "Together we market Martini by creating visual dialogues that everyone, in any market, can understand."

Martini accounts for 60 percent of Martini & Rossi's total business and currently dominates its product advertising campaigns. The best-selling Martini & Rossi product is still Martini Rosso, followed by Martini Bianco, Martini Extra Dry and Martini Rose.

Each of the different products reflects an individual taste, market segment and promotional slant. Martini Extra Dry, aimed at the up-market male, is considered the most sophisticated and prestigious product. Martini Bianco is refreshing, light and targeted at a younger market which equally enjoys Martini Rose's floral, fruity fragrance and taste. Martini Rosso, the best-known brand, with an intense reddish brown hue, is aimed at a broader market sector.

White, red or rosé, Martini is consumed straight, in cocktails or as a long drink depending on the consumer, country or mood.

The Martini word is spread primarily through film and television commercials. But the Martini message is clear in any media: You don't just buy the Martini bottle and its contents, but ambience, mood and atmosphere. Advertisements, employing an upbeat and memorable musical jingle, promote the idea that Martini is the right drink "Anytime, Anyplace, Anywhere."

"The challenge is to keep Martini as up-to-date as the consumers who drink it," says Mayhew, who notes that though the Martini musical score has remained the same, the tempo is continually changing. "This is why we made some of our latest productions somewhat similar to pop video clips."

Global advertisements give Martini & Rossi better control over its message and image while resulting in a more cost-effective production process. Analysts estimate it would cost three times as much to create the same amount of advertising on



*Martini & Rossi posters by such renowned illustrators as San Marco, Cappiello and Dudovich.*

a nation-by-nation basis. At the same time, such advertising enables the company to quickly update its image as consumers' attitudes change.

"We believe in multinational advertising throughout the entire media spectrum," explains Dino Aïassa, Martini's 41-year-old international advertising and marketing director. "We have long felt a global advertising campaign was the best way to reach our market because consumers in different societies have become more and more similar. Today we are also pioneers in employing new types of media, like satellite television." In addition, Martini & Rossi subsidiaries hire local advertising agencies to create national advertising campaigns.

Martini & Rossi billboard advertisements are also seen throughout the world and the company is now launching corporate communication campaigns in international media. "Advertising Martini in different environments is an especially challenging and indispensable facet of our marketing activity because it forces us to keep up with the fashion of the times," contends Aïassa. "It enables us to reassure our consumers that we move with them as their lifestyles evolve."

Just what is Martini? The five different types of



*Current advertising campaigns for Martini Bianco and Martini Extra Dry created by McCann-Erickson.*

Martini are vermouth, or wines which employ aromatic herbal blends to obtain their distinctive taste. Vermouth was invented, according to legend, by Hippocrates over 2,000 years ago when he blended almonds, herbs and gray amber with wine to create "Hippocras."

The base ingredient of Martini is a rather dry

white wine made from grapes of Sicilian, Roman and Apulian origin. A small dose of distilled alcohol is added to increase the strength, and herbs and spices provide the distinctive taste.

"We select and buy wine from cooperatives and have a long relationship with the growers to maintain year-to-year consistency," explains Martini & Rossi's wine connoisseur, Riccardo Acciari. "Different tastes are gained due to the grape varieties, herbal flavors and sugar and alcohol levels."

The herbal blend is concocted from a secret formula known only to a few people. Martini itself includes 35 different herbal components but some 200 herbs and spices — ranging from anise, cardamom, cinnamon, clove and coriander to rosemary, summer savory, thyme and tonka bean — are mixed, macerated or distilled in Pessione and then sent to different production sites throughout the world. The flavors and tannins in Martini are all natural and the entire production process takes from six weeks to three months.

Although the Martini mix has not changed much during the last hundred years, its advertisements will keep evolving to enlarge the moment and place of consumption.

"We have a simple goal," concludes Aïassa. "We just want people to feel comfortable drinking Martini anytime, anywhere."

— Joel Stratte-McClure



## WILLIAM LAWSON'S: A MASTER SCOTCH BLENDER

**A**FTER a hard day's work on the North Sea, it is more than likely that the locals in the little town of Banff will be gathered in the Market Arms pub over a glass of whisky, spinning the yarns of their latest fishing adventures.

In Scotland, whisky is an essential mainstay not only of the country's economy, but also of its social life. At the annual Robert Burns dinner, a festive event during which Scots around the world celebrate the memory of their national poet, the only drink allowed on the table is whisky. For centuries, the Scots have associated the rigors and joys of their Celtic heritage with the consumption and production of their reputed beverage.

Today, Scotch whisky is a product so perfected by time that it is practically considered a national emblem. But if whisky owes a lot to the Scots, the Scots owe a lot to their whisky production. There are many different producers of Scotch whisky spread out throughout the Highlands and none is more typical than William Lawson's, whose origins go back to the industrial revolution of the nineteenth century.

William Lawson began his career in Dundee as a whisky merchant in 1849, but soon expanded to blending, a technique introduced by Andrew Usher in 1860, whereby grain and malt whiskies from different distilleries are mixed together. After World War II, this modest enterprise moved to Coatbridge, where it set up a successful bottling factory.

Associated with Martini and Rossi for the past twenty-five years, the company now also runs its own distillery, located in Banff, at the eastern tip of Scotland. The MacDuff distillery produces the malt whisky used in William Lawson's finest blend and the pure malt Glen Deveron exported around the world. "The Scotch whisky industry goes back hundreds of years and the one we produce is of very high quality," proudly explains Michael Roy, who has been distillery manager at MacDuff for nearly two decades and is considered the keybearer to the perennial traditions of his Scottish heritage.

Roy often makes the tours of his different customers wearing a kilt and has encouraged his younger son to play the bagpipes. From his home on the edge of a superb 18-hole golf course, he can

see the salmon jumping in the nearby Spey river. And each year, he participates in the finale of the William Lawson's amateur golf tournament, which gathers several thousand participants from all over Europe. The ten finalists are subsequently invited to Scotland in order to dispute the William Lawson's Cup, a sporting event that has become almost as important as the product itself.

Indeed, tradition has remained totally preserved in the production of Scotch whisky and consistent quality is vital, not only for making William Lawson's own whisky, but because other distillers use the whisky made at MacDuff. "We sell malt whisky to most independent blenders and conversely we buy whisky from them to

use in our blend," adds Roy. The William Lawson's blend is a combination of many different malts as well as three or four grain whiskies, all carefully selected from various distilleries spread out along the famous "whisky trail" of the Spey Valley in the Highlands.

While the manufacturing process of the "malt whisky" produced at MacDuff is similar to those in the other distilleries, it benefits from the vast knowledge of John Ramsey, Lawson's official distiller, passed down by generations of Highland distillers. Considered an exceptional "nose," Ramsey knows how to blend the different malts and to ensure their constant quality over the years. In the dark cellars stocked with oak casks, a certain evaporation takes place, which professionals refer to as having gone to the angels. "They're the thieves as far as we're concerned, but very important in the maturation process," says Ramsey.

"Another essential element in a good whisky is water and ours is conveniently provided by the nearby Deveron River."

According to Roy, whisky must be at least three years old before it can be sold on the market and it must be distilled in Scotland to be sold as "Scotch Whisky."

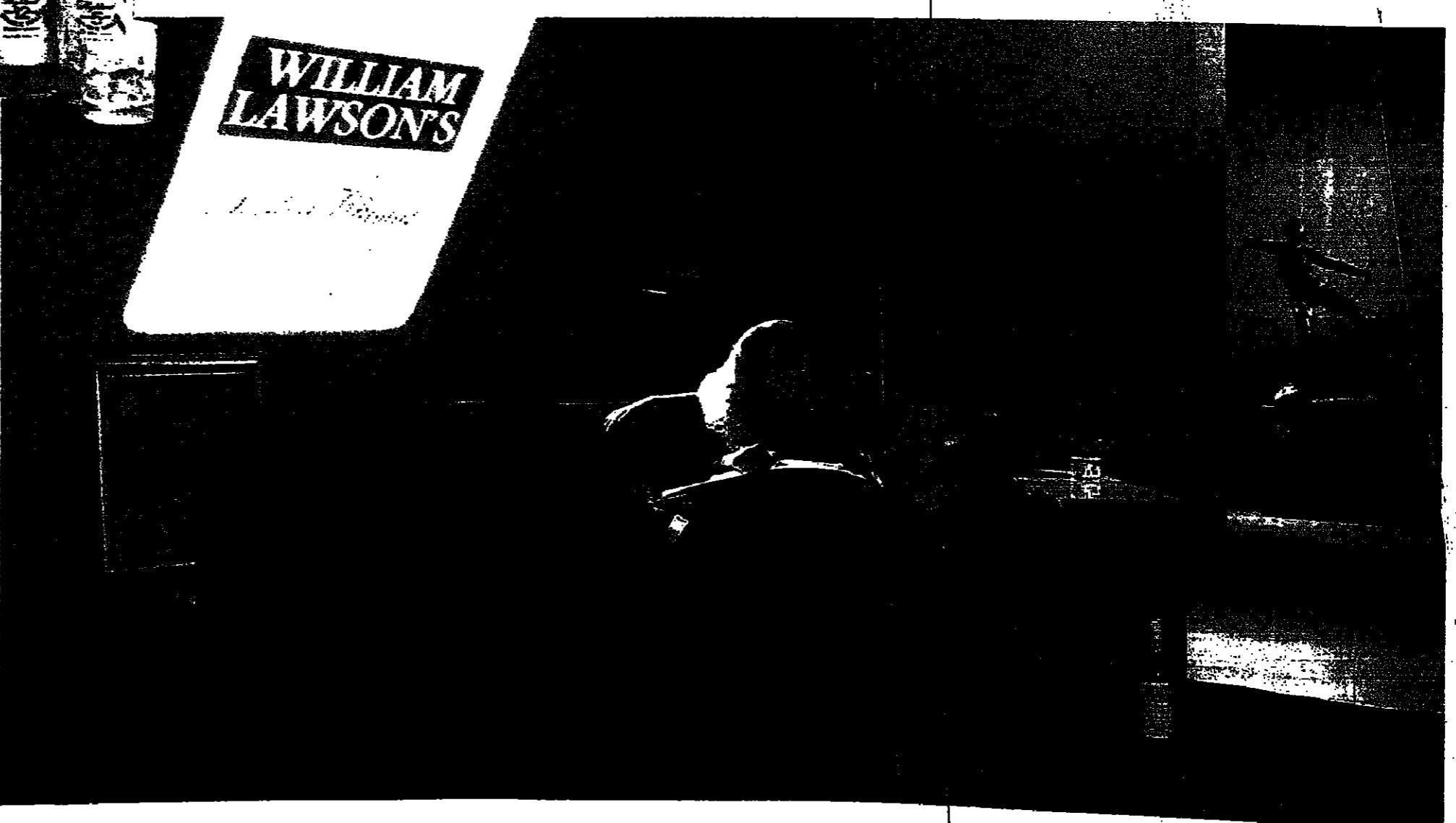
All in all, more than seven million bottles bearing the William Lawson's label are sold per year around the world, with the main markets being France, Italy, Holland, Belgium, Portugal and Spain. In the last, most of the turnover came from sales of traditional blend and the 12-year-old whisky, yet today the pure and single malt, labeled "Glen Deveron," is on the rise. The objective is to develop international sales.

However, in recent years, Michael Roy has noticed a definite change in consumer's taste and he firmly believes that the demand for pure malt

whisky is on the rise. Along with his peers of the Spey Valley, he is very optimistic about the future of Scotch in general, especially since the market grows every year. In the last two years, this commercial success has been enhanced by the superb advertising campaign conceived by McCann-Erickson and photographed by Jean Laviere, featuring a sophisticated young couple sipping William Lawson's in various select international surroundings.

Says Mick Kornin, one of the creative directors handling the Martini products in France for McCann-Erickson: "One doesn't know if the setting is in Versailles or Soho because William Lawson's is both classic and modern. And it has a particular taste that is appreciated by a new generation of consumers roasting to the slogan: Light up your evening with a great Scotch."

— Mary Deschamps



*The international advertising campaign.*

ADVERTISING SECTION

ADVERTISING SECTION

# INTERNATIONAL

## OFFLEY'S PORTO WINES CELEBRATE 250<sup>th</sup> ANNIVERSARY

**T**HE very first Portuguese wines were exported to England in the seventeenth century from the region of Douro in the northern part of Portugal. The artisanal beverages were soon known as "porto," although the town bearing the same name is located quite a distance from the vineyards yielding the fruity nectar. These exceptional vineyards, called "quintas," are located on either side of the Douro River in an area that has retained its original landscape with steep terraces that slope down from the top of the hills and fall into the river's embankment. They produce a unique species of dark grapes, as well as a white variety.

The rich earth and favorable micro-climates have been essential to the success of Porto wines. To these natural factors, one must add the human element. Most of the harvest is still done by hand, as the terraces are too narrow to accommodate any machinery. The town of Porto also has strong ties with Villa Nova de Gaia. This small town, located near the Douro River, is linked to Porto by three bridges. From there, the precious fluids are transported by boat from the far-reaching "quintas." It is in this town that one finds the famous cellars, where the Porto wines will age slowly, waiting to be bottled for worldwide exportation. For the past two hundred and fifty years, the Offley cellars have been firmly implanted in this town, producing a prestigious brand bearing its own label.

This outstanding Porto is brewed directly on the



estate of Offley-Forrester, also known as the "Quinta da Boa Vista." When the first English merchants set up shop in the town of Porto around 1750, one of the prominent figures was William Offley, who officially founded his wine company in 1737. While the Marquis de Pombal, prime minister to King Joseph the First, established strict commercial regulations of Porto wine in 1756, was a century later that a savvy Scotsman saved it from a deep crisis. Called upon by his uncle, who by then had merged with the Offley company,

Joseph James Forrester was able to detect an ominous epidemic that threatened to annihilate the precious vineyard. The Portuguese government was so grateful that he was bestowed with the title of Baron Forrester which still appears on the company's labels.

Today, the Offley-Forrester company has maintained its ancestral traditions, enhanced with the most advanced technical equipment available. One of their oldest cellars in Villa Nova de Gaia is the "Aguias." There, in the dark quietness, the wine begins its perennial aging process. Depending on its initial characteristics and the quality of each September harvest, the wines will be divided into the different categories of the Porto family.

When a port wine has aged sufficiently — at least three years — and its blend is deemed suitable by the experts, it undergoes various treatments such as clarification, filtration and stabilization before being bottled and sent around the world. But when a harvest is considered exceptional, then after two years of storage in barrels, the wine is declared "Vintage." Bottled pure, without any blending, it is then placed in big caskets named "Garrateiros" where it will age anywhere from ten to thirty years or more. In honor of its 250th anniversary, Offley-Forrester, which also distributes Porto Dizier on the French market, has introduced on the market an exceptional 30-year Porto wine that connoisseurs unanimously recognize as such, in keeping with the reputation of the Offley-Forrester label.

This recent success can only confirm Joseph James Forrester's motto: "There is only one wine that can be called Porto and there is only one Porto that can be called Offley."

— Mary Deschamps



Martini & Rossi, an active partner in sporting events, won the 1987 world rally championship with Lancia (top) and has also participated in offshore powerboat racing (left) and stunt flying (right).

## A PARTNER IN SPORTS

**M**ARTINI & Rossi is not just a hit in the beverage sector. It has also created a vivid impression in areas as diverse as offshore speedboat racing, rally driving, acrobatic flying and fashion.

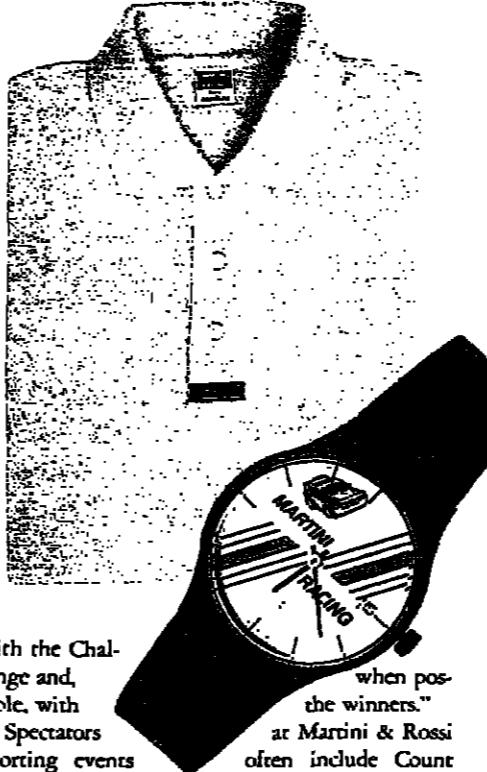
Last April, a television miniseries featuring a rally driver wearing the Martini & Rossi colors captivated viewers throughout Italy. Each day following the broadcast, switchboards at Martini & Rossi offices from Torino to Naples were swamped with callers asking where they could purchase the uniforms and sportswear worn by the actors. Even fashion-conscious Milanese wanted to identify with the daredevil and amorous Martini image portrayed on screen.

Three pilots flying planes featuring the same Martini colors perform as the Martini Acrobatic Patrol at air shows throughout Europe. The loops and twists of their planes constantly thrill observers. At a recent demonstration near Lausanne, one Swiss businessman observing their antics was wearing a polo shirt with a Martini & Rossi logo and a wristwatch sporting the Martini colors with a Lancia car as the second hand.

Last summer's Mediterranean Offshore Challenge sponsored by Martini & Rossi saw the Martini colors race in exciting speedboat races in exotic sites like Monaco and Sardinia.

Martini's logo was not quite as obvious in the offshore races, television series and air shows as the boats cars and planes. But it ran a close second and it was probably a rare spectator who didn't register the Martini colors and trademark.

"We made a long-term commitment to participating in sports, particularly motor racing, and have tangible evidence that this type of partnership is beneficial to the image, sale and promotion of our product," explained Daniel Schildge, director of Martini & Rossi's Racing Division. "But besides the promotional value, this activity involves an intimate relationship among Martini, the machines and the athletes. We want to be identified



with the Challenge and, when possible, with the winners."

Spectators at Martini & Rossi often include Count Gregorio Rossi but the company is not only interested in the challenge of sports. It has sponsored everything from orchestras to bel canto vocal concerts. It is also a corporate supporter of the visual arts and has sponsored exhibitions of the works of Picasso in Venice, De Chirico in New York and Caravaggio in London.

"Martini & Rossi's support for the arts is but a reflection of our belief that art plays an important role in our lives," explained a company spokesman. "Sponsorship fosters sensitivity, understanding and creativity. In the case of the De Chirico exhibition, it also furthers the appreciation of an Italian whose work is so important to the history of the twentieth century."

Martini & Rossi's presence in the sports and arts sponsorship can be traced back to Teofilo Rossi who, with his brothers Cesare, Enrico and Ernesto, took over the management of the company in 1900. Teofilo was also mayor of Torino and company historians recall that he encouraged corporate interaction with both Italian and international communities.

The serious association with sports began in the 1930s with Theo Rossi breaking several world records in boat racing. Martini & Rossi associated with Porsche in the World Championship for Manufacturers; Brabham and Lotus in Formula 1; and Lancia in endurance and world rally championships. Fiat (via Lancia) and Martini & Rossi have worked together for eight years to enhance, through sporting events, the image and prestige of each group.

"We choose the sports that tend to fascinate the public over a long period of time," explained Schildge, noting the company has in the past sponsored world cup skiing, fencing, golf, sailing and polo. "And there are few activities that can beat the thrill and excitement of rally driving."

The partnerships have paid off. Martini & Rossi sponsored cars that have won the Le Mans 24 hour race three times with Porsche, picked up the endurance championship in 1982 and won the world rally championship in 1983 and 1987 with Lancia.

"Martini tends to sponsor sports within the world which consumes their products," commented Dino Aissa. "Sponsorship is an ideal and prestigious way to attract new consumers to this light and refreshing drink while also reaching those who currently drink Martini."

But there is another payoff. Spectators want to look like the participants in Martini & Rossi-backed events. Consequently the company has launched a Sportline range of fashion items which further promotes its name and products in the public eye.

— Joel Stratte-McClure

## THE MARTINI FAMILY

The Martini & Rossi drinks on these pages represent only a small part of the group's total range of products. With the same care as that given to the more international brands, numerous beverages are elaborated and marketed by the group on a national or regional scale. These include:

### FRANCE

Pastis Duval  
Rum Duquesne and Cocktail  
Rum Saint Gilles  
Porto Dizier  
Tequila Camino Real  
Rivesaltes Manoir and Rapha  
Liqueur Dolfi  
Sparkling wines: Veuve Armoir méthode champenoise and Charles Volner  
Calvados Boulard  
Gin Bosford  
Nutsy salted nuts  
Genriane Aveze  
Whisky King Edward

### ITALY

China Martini  
Riesling Martini  
Reservi Montelera méthode champenoise  
Liqueur Sacco  
Gin Bosford  
Brandy Cavallino Rosso  
  
SPAIN  
Wine and sparkling wine: Marques de Monistrol  
Sparkling wine Dubor  
Rum Tropicana  
  
BRAZIL  
Sparkling wine de Greville  
Wines: Chateau Duvalier,  
Baron de Lantier, Zahringen  
Whisky: Hallmark and Tillers Club.

## CLASSIC APERITIFS: NOILLY PRAT AND SAINT RAPHAËL

**N**GL-O-SAXONS refer to it as "cocktail hour"; the French call it "l'heure de l'aperitif." Since the early 1800s, sophisticated wine-based drinks have known their share of success during this before-dinner ritual, which takes place daily in clubs, bars and private homes around the world. Two of the better-known brands are Noilly Prat and Saint-Raphaël. Both are made according to a traditional formula, with a unique and secret blend of herbs and wines conveying distinctive aromas and flavors. Considered the classic French vermouth, Noilly Prat can be used either as a mixer, or, in keeping with the current trend of lighter, more natural flavors, it can be sipped on its own.

The home of Noilly Prat is the small town of Marseillan, on the Mediterranean coast, where Louis Noilly first set up his company to manufacture a dry vermouth based on a recipe invented by his father. Soon after Claudio Prat went into partnership with him in 1893, Noilly Prat was being exported around the world and savored by connoisseurs of high quality beverages.

The elaboration of this unique product takes three years and uses a base of Picpoul and Clairette, two local white wines. After an initial period of maturation in dark cellars, the fortified wines are transferred outside into 600-liter oak casks for twelve months. This unique method of maturation conveys to Noilly Prat a very definite character change brought about by the vivifying Riviera climate, its sun, air, rains and frosts. Stepping out from the dark cellars, the glaring vision of thousands of barrels basking in the sun under clear skies is a sight that has impressed many a visitor.

After its period of sun worshiping, during which it obtains a rich amber color and a strong, full-bodied dry flavor, the budding vermouth spends another year in huge vats. Then a secret mixture of 30 herbs, along with various fruit extracts, is blended into the mixture, which rests for a few weeks to gather its full flavor before world exportation.

Noilly Prat vermouth has a number of cousins in the great family of aperitif drinks, among which the celebrated Saint-Raphaël aperitif ranks highest.

"There is a definite taste for aromatic wines," says Arturo Palmero, chairman of the Paris-based

St.-Raphaël company, affiliated with Martini and Rossi since 1960.

The origins of Saint-Raphaël go back to 1830, when Adhémar Juppin, weakened by his efforts to create a fortifying wine mixed with quinine, began losing his eyesight. Remembering the Biblical episode, when Archangel Raphael healed Tobie from blindness, he named his recipe Saint-Raphaël after his eyesight was saved.

Until 1971, St.-Raphaël's unique product was its widely appreciated aperitif quinine wine, but the company now comprises a wide range of other products.

Today, 8 million bottles of St.-Raphaël aperitif are sold each year, while the total sales of the company's diversified products such as sweetened wines, sparkling wines, liqueurs, cognac, whisky and port account for 50 million bottles.

As for Noilly Prat, it is estimated that at least one bottle of its dry vermouth can be found in most liquor cabinets around the world and even though the three-martini lunch is less common these days, one can be sure that Noilly Prat will remain a definite "must" at cocktail hour.

— Mary Deschamps



A view of the small port town of Marseillan, home of Noilly Prat.

# MARTINI & ROSSI INTERNATIONAL

## HIGH TECH ON THE TERRACE

**T**HE Martini & Rossi seventh-floor terrace, adjoining bars and well-appointed salons at 52 avenue des Champs-Elysées, have always been considered a rendezvous for the elite.

The company's early evening cocktail parties traditionally focused on newsworthy themes and have often attracted up to 700 guests and leading personalities from the stage, cinema, arts, business, scientific and athletic fields. Every July, Martini's best friends are invited to watch the Tour de France coast to a finish while one past promotional party featured dancers from the Crazy Horse Saloon playing golf on a temporary putting green.

"Being at the heart of the Champs-Elysées and on the top of Paris, we try to keep our friends in tune with times," explained Martini & Rossi's François Babou, who has hosted foreign delegations to the French capital, held fashion shows, featured art exhibits and celebrated birthdays and anniversaries at the terrace. "Nobody could resist this glamour even if they didn't meet astronauts, film stars and other celebrities while suspended above the most beautiful city in the world."

The terrace provides a panoramic view that looks onto monuments including the Eiffel Tower, Arc de Triomphe, Louvre, Sacré Coeur and Montparnasse Tower. But this autumn, even the view has been changed and drinking Martini & Rossi beverages above the hustle and bustle of the Champs-Elysées has become a totally new experience.

The company has just completed a major renovation and reopened the terrace as an audiovisual and communication center which Martini hopes will fill a gap in Paris cultural and social life. Using a combination of satellites, television and other state-of-the-art high-tech equipment, a luxurious 50-seat theater is being billed as an "espace image" — a space for images.



In addition, picture windows have been added to provide a new look on the city and the interior has been completely redecorated. Winter and spring decor will even be alternated to keep frequent visitors thinking they are in a different environment. The company plans to host smaller, intimate gatherings that will underline Martini's reputation as a meeting point for a drink among friends.

"We want to create intimate events in fashion

and other areas that will excite exclusive guests because they surpass the audiovisual experience anywhere else in the world," explained Martini & Rossi's Dino Alasa, who publishes the "Champs-Elysées News" to record all the comings and goings. "We want the terrace to become as talked about as Martini itself by offering people much more than a good drink."

While Paris is now the most high tech, it is not the only city to feature a rendezvous point for Martini lovers, mixers, movers and shakers.

The idea of a club or terrace in each city originated with the Rossi family. After the first appeared in Paris forty years ago, other clubs were launched in London, Genoa, Rome, Brussels, São Paulo, Barcelona, Milan and other cities. Each club has its own head bartender who regularly invents his own drinks using Martini products and willingly relates the recipes to visitors.

The favored drink in Paris made by Jean Hierax, who has been bartender on the terrace for 22 years and can mix hundreds of different cocktails using Martini beverages, is appropriately called *La Dolce Vita*.

"When people drink Martini in this type of environment they tend to want to take the atmosphere and drinks home with them," said the affable Hierax as he pointed out historical landmarks to a visitor. "I make sure they know what to do with our beverages by giving them stories behind each concoction."

— Joel Stratte-McClure



## GASTON DE LAGRANGE: ARISTOCRAT OF COGNACS

**O**UR distinctive trademark is that we are one of the youngest of all the cognac brands and consequently we are extremely dedicated to the quality of our product," says Henri de Castellane, chairman of Gaston de Lagrange S.A.

Stemming from one of France's oldest aristocratic families, Gaston de Lagrange brandy has long been an integral part of the Cognac region and today is considered one of the leaders in a highly competitive field.

According to de Castellane, the consumption of brandy in general has benefited from recent world recognition. "It's become a fashionable product," he says. Associated with Martini & Rossi since 1962, sales of Gaston de Lagrange have steadily increased over the past few years.

While competition is heavy among brandy producers around Cognac, it is also a region and a product that are extremely well-protected. Located in France's Charente and Charente Maritime departments, the region of Cognac has been divided into seven areas, according to their soil and grape species. In order of importance they are: Grande Champagne, Petite Champagne, Borderies, Fins Bois, Bons Bois, Bois Ordinaires and Bois à Terroirs. The wines in all these regions are whites. Their low alcoholic strength and high acidity are two essential elements in the production of brandy. But it should be noted that to be entitled to the appellation d'origine contrôlée Cognac, a brandy must abide by stringent conditions, regulated by law.

At the outset, only certain grape varieties are considered valid. Sweetening of the vinified wines is not allowed, nor is the use of the Archimedean screw for pressing. As for distillation, it must be performed in accordance with the Charentais methods and take place within the demarcated Cognac region. The two-stage distillation takes place in simple, onion-shaped pot stills that have remained unchanged over the years.

Once the brandy leaves the still, it is stored in oak casks that generally come from the Limousin region. New casks are used during the first year of aging, then the brandy is transferred to old ones in order to avoid too much tannin enrichment.

Whether in cask or in bottle, Cognac brandy often carries the letters V.O.P., V.S.O.P., V.O. or X.O. Respectively, these letters stand for Very Old Pale, Very Superior Old Pale, Very Old, and Extra Old. As England was one of the first important

brandy importers, it is not surprising that these designations have retained their Anglo-Saxon origins. Each designation corresponds to a certain age: from the four and a half year old minimum for the V.S.O.P. to the fifty or more years for the X.O.

Although the Gaston de Lagrange firm was officially created 25 years ago, the company prides itself in having since acquired some of the best old stocks of brandy available on the market.

"In order to be really successful, we had to sell a first-class product and build our brand image on a quality that existed but was not well known," explains de Castellane, who enjoys the challenge of launching a new brand of cognac.

According to the company's soaring sales figures around the world, and especially in the United States, the quality of Gaston de Lagrange cognac has definitely met this challenge with success.

— Mary Deschamps

Aerial view of the Martini Terrace on the Champs-Elysées. Among the many celebrities that Martini has welcomed are tenor Luciano Pavarotti (left) and former French Prime Minister Raymond Barre.

## VODKA ERISTOFF: EMBLAZONED WITH QUALITY

**S**OME family histories are so intricate and romanesque that at the outset they seem almost implausible. This is the case of the Eristoff lineage, whose origins go back to the early days of Antiquity and whose intricate destiny could very well have been retraced by one of the great Russian writers such as Gogol or Tolstoy.

In 1856, Prince Nicolas Eristoff, heir to a prestigious name, conceded his coat of arms to Martini & Rossi along with the ingredients to a vodka formula, which had been a family secret for several generations.

After Georgia was taken over by

the Russians in 1801, the Eristoff family was bestowed its heraldic coat of arms in recognition for its loyal help and brave support. Its illustrious bearings are the irreputable distinction given to those Georgian Eristoffs, who served the czar within the cosack ranks.

Today, as one of the Soviet Union's 15 constituent republics, Georgia is still world famous for the beauty of its landscapes and the quality of its wines and spirits, whose names have the same connotations for Soviet citizens as Bordeaux or Burgundy have for Westerners.

According to the available family archives, the existing vodka formula, based on the distillation of local rye,

was concocted by Prince Constantin Eristoff in 1806. His son, Alexander, enlisted with the fabled cosacks of Kouban in 1892. Since one of the duties of the cosacks was to ensure the safety of the czar and his family, Alexander Eristoff proved himself several times and was rewarded with the highest honors. Having remained faithful to the czar during the first Russian revolution as well as during the cosack revolt of 1905, Nicolas' father was further promoted as an officer in the ranks of the "imperial guard." After the revolution of 1917, he emigrated to Italy, where he lived between Milan and Recco as a prominent figure of the local Russian community until 1956.

Faithful to the image of his glorious ancestors, young Nicolas quickly adapted himself to the order of the day and abided by his ideals. Being a fervent anti-Communist, he took part in several ventures, notably the Italian Expedition Corps in Russia and fought in Crimea and in Stalingrad. Wounded, he returned to Italy in 1944, through Romania and Lassa where his father had served.

Granted Italian citizenship in 1958, he decided to pass along the vodka formula of his great-grandfather to Martini & Rossi. It is that golden crown which appears today on the Eristoff bottle, one of the leading vodkas in the world.

— Mary Deschamps



## ASTI SPUMANTE: ITALIAN EFFERVESCIENCE

**A**sti Spumante is delicious. As an Englishman working in France whose commitment to French wines is almost total and who thinks that Champagne is the only real sparkling wine and that it must be very dry indeed, this is almost an admission of defeat. In fact, it is nothing of the kind: much more an expression of delight that a wine that I haven't drunk a dozen glasses of in as many years should be so good to drink. Amongst other things, it is the perfect summer aperitif, and although by the time this article goes to press, too many weeks of summer drinking will have slipped past, I feel that a bottle of Asti in the depths of winter should do more to remind one of blue skies than any amount of travel brochures or imported strawberries.

Asti Spumante is a DOC (the Italian equivalent of the Appellation Contrôlée wines in France), and as such is strictly controlled. Only 8,000 hectares of best-sited slopes across 52 villages in south Piedmont that are planted with the Moscato grape have the right to see their juice used for the sparkling wine. The average size of each holding is minute, under one hectare, and with the investment and technical refinement required, the farmers have no possibility of making the wine themselves. As in Champagne, the majority of the production is in the hands of a few big houses, amongst whom Martini & Rossi are the largest and are able to contract for the best grapes. The style of Asti Spumante was actually developed in the early 17th century, resulting in a fizzy or "foaming" wine whose main objective was to retain all the freshness and fragrance of the grape. The oenologists of the time had already realized that the aromas of the Moscato grape were linked to the high natural sugars of the juice, and it was necessary to find a way that would prevent total fermentation, and the destruction of both the delicate fruity aromas and the soft flavor. Like many other wines with a natural tendency to sparkle, the biggest change was the 18th-century development of the glass bottle and especially the cork, which sealed the wine properly and kept it effervescent.

The great technical difference between Asti Spumante and Champagne is that the latter is fully fermented as a still wine, with sugar and yeasts being added at bottling to provoke a secondary fermentation in the bottle. This is known as "la méthode champenoise" and in most cases the finished wine is too dry or "green" for the public's taste, and is rounded out by "dosage," the addition of a amount of sugar solution. Asti Spumante, on the other hand, goes through only one fermentation. It is stopped at a point to retain the natural sweetness, leaving it with only 7.5 degrees of alcohol as opposed to 12 degrees for Champagne. Part of its justified popularity — the United States and Italy are particularly fond of it — comes from being low in alcohol. Martini & Rossi's press department would have us believe that Asti Spumante is, although slightly sweet, actually lower in calorie content than a dry wine. Perhaps this is a good sales pitch to a diet-conscious age, but the main argument for Asti Spumante, Italy's leading sparkling wine, is in the natural, fruity flavor and grapey charm.

— Steven Spurrier  
*Académie du Vin*









## BUSINESS ROUNDUP

## Kerkorian Moving on Pan Am

By Agis Salpukas  
New York Times Service  
NEW YORK — Kirk Kerkorian, the U.S. financier who controls IGM-USA Communications, has completed a study of Pan American World Airways that brings him closer to a possible takeover of the struggling carrier, according to sources familiar with the deal.

Mr. Kerkorian said more than a month ago that he was interested in buying a stake in Pan Am.

## Rhône Net Rose 15.4% in Half

*Special to the Herald Tribune*

PARIS — Rhône-Poulenc SA, the state-owned chemical and pharmaceuticals group, said Tuesday that net earnings in the first half of 1987 rose 15.4 percent to 1.14 billion francs (\$186 million) from 988 million a year earlier.

Sales in the period ended June 30 rose 2.7 percent to 28.75 billion francs from 27.98 billion, it said.

The consolidated figures include the results of Union Carbide Corp.'s U.S. agricultural products business, which Rhône-Poulenc France's biggest chemical company, acquired at the end of 1986. Those results were not broken out in September. Rhône-Poulenc bought Stauffer Chemical Corp.'s basic chemicals business for \$300 million, which is expected to increase Rhône-Poulenc's U.S. sales at a percentage of total sales to 11 percent from 3 percent.

## Hooker of Australia to Buy Altman, Its 5th U.S. Chain

Compiled by Our Staff From Dispatches  
SYDNEY — Hooker Corp., an Australian property and retail company, said Tuesday that it had agreed to buy control of B. Altman Co., its fifth U.S. retail acquisition in the past 18 months.

Hooker, run by George Herscu, property developer, said it would pay 58 percent of the closely held company for an undisclosed price, while negotiating for the rest. B. Altman, an up-market chain with 11 department stores in New York City, New Jersey and Pennsylvania, has annual sales of about \$300 million.

Hooker said it would purchase a stake from a group of investors to buy the stores in 1985 from the Altman Foundation, a charity established by the founder, Bernard Altman, before his death in 1983. Under the 1985 agreement, the foundation retained its real estate holdings.

Hooker's spending spree began mid-1986, when it acquired 80 stores of the California-based Berkamer Jewelers chain. But the rise increased in April, when it took over Allied Stores Corp., a New York-based Bonwit Teller division. Under the 1985 agreement, Hooker would pay \$7.5 million

for 80 percent of a new holding company that would be 20 percent owned by Robert T. Sakowitz, the chain's chairman and a member of its founding family.

Hooker also agreed in early September to join major shareholders of Parisian Inc., a specialty retailer based in Birmingham, Alabama, in a \$252 million buyout.

In addition, Hooker said it was developing four regional shopping malls in the United States, averaging 1.5 million square feet (139,000 square meters) each.

"Our interest in B. Altman is based on the extensive retailing experience and broad market recognition of the chain," Mr. Herscu said Tuesday.

"Altman's upscale image will complement Hooker's other recent retail acquisitions in the U.S." he said.

Altman's flagship New York City store, occupying the entire block between Madison and Fifth avenues on East 57th Street, is a well-known landmark.

The group selling Altman includes Anthony Conti and Philip C. Semprevivo, former partners in the accounting firm Deloitte, Haskins & Sells.

Hooker's extensive U.S. operations include Hooker-Barnes Homes and Hooker Holdings, based in Atlanta. Last December, Hooker bought Merrill Lynch Commercial Real Estate.

(Reuters, AP)

## MADISON: Computer Wave

Continued from first finance page)  
ink cleanser and \$80 million for a daily rub-clean product. Less than a quarter of them are males. So all seven of the 15-second

## Toyota Plans 3-D Ad to Boost Slumping Sales

*Los Angeles Times Service*

TORRANCE, California — Toyota will place 14 million pairs of cardboard-and-plastic glasses for three-dimensional viewing inside Time, People and Cosmopolitan magazines next week to accompany an advertisement for its Corolla model. The 3-D insert is part of Toyota's effort to revive U.S. sales of its compact, which slumped 10 percent last year.

"We wanted a blockbuster ad that will get people to notice Toyota," said George Host, marketing manager for Toyota Motor Sales USA Inc.

Experts estimated the cost at \$1.5 million, about half of what the financial services company Transamerica spent last year on a "pop out" magazine ad that featured a cardboard cutout of pyramid-shaped headquarters in San Francisco.

## BEDROCK BUBBLE

You've pondered the often-repeated question: Where will you be without gold when the bubble bursts? Indigo asks where you'll be with defensive investments when the "bubble" turns out to have been a rock-solid buildup to a new economic boom. Write, phone or tele for complimentary reports.

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Anti-Paisa de Mallorca 43,  
Intervention, Badajoz, Spain.  
Telephone 34-52-331550 - Telex 75422.

commercials will feature handsome younger women who all promise, "We can help you love your lenses." They're not expensive spots, since they are what the trade calls "talking heads" except for a brief, simple product shot.

Like many products from pharmaceutical companies that are sold over the counter, the Alcon products were originally promoted only to health-care professionals. But Alcon, like many of its competitors, is now taking its messages directly to a health-conscious public.

Alcon's products include:

- William S. David has been named publisher of Cosmopolitan magazine.
- Kenneth J. Majka is joining Richardson, Myers & Dondino of Baltimore as executive vice president and creative director.
- John Mann has joined Bonwit Teller, the New York department store, as advertising director.

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**Tuesday's  
AMEX  
Closing**

Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.  
*Via The Associated Press*

	12 Month High	Low	Stock	Div.	Yld.	PE	\$100 High	Low	Close	Chg.	Chg.	12 Month High	Low	Stock	Div.	Yld.	PE	\$100 High	Low	Close	Chg.
A																					
ABM n	19	146	137	12	+	34	117	117	117	-	-	120	117	117	117	117	117	117	117	117	
ABM G n	19	241	227	12	+	32	117	117	117	-	-	120	117	117	117	117	117	117	117	117	
ABM C n	19	20	7	12	+	32	117	117	117	-	-	120	117	117	117	117	117	117	117	117	
ABM A n	19	31	7	12	+	32	117	117	117	-	-	120	117	117	117	117	117	117	117	117	
ABM P n	19	31	7	12	+	32	117	117	117	-	-	120	117	117	117	117	117	117	117	117	
ATC Fd w	1.87	4.5	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	
ATC Ed w	1.87	4.5	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	1.54	
AcmePr	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	
AcmePr	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	
Actions	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	1.21	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
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AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	2.41	
AcRust	2.41	3.1	2.41	2.41	2.41	2.41	2														

## CURRENCY MARKETS

## Dollar Mostly Lower on Rate Worries

Compiled by Our Staff From Dispatches  
NEW YORK — The dollar used slightly lower Tuesday against most currencies in a market dominated by concern about global interest rate increases.

In New York, the dollar crept up 146.70 Japanese yen from 146.55 Monday.

But against the Deutsche mark, the dollar ended at 1.8330, down one Monday's close of 1.8395.

Earlier in Frankfurt, the dollar was fixed at 1.8341, down from \$444 on Monday.

The drop followed news that the independent West German central bank raised a securities-related target rate and that the move could be a precursor to an increase in the country's equivalent of the S prime rate, according to Katharina Sprinkel, a trader with the bank of Ireland.

The dollar also closed in New York at 1.5305 Swiss francs, down from 1.5330 on Monday, and at 1995 French francs, more than 2 francs down from 1.6225.

The dollar was also lower against the British pound, which closed at \$1.6315, against \$1.6285 on Monday.

Dealers said that rumors about increases in U.S. interest rates

London Dollar Rates	Mon.	Tues.
Deutsche mark	1.8245	1.8242
Swiss franc	1.5325	1.5305
Japanese yen	1.8465	1.8460
French franc	1.6030	1.6035
Pound sterling	1.8345	1.8330

helped to curb earlier technical sales. But they said the market was essentially directionless ahead of U.S. trade data for August due out next week.

In London, the dollar closed at 1.8345 DM, down from 1.8402 at the opening and 1.8422 at Monday's close.

The dollar closed lower at 146.65 Japanese yen, after trading initially at 146.95, above Monday's closing of 146.80. It closed at 1.5300 Swiss francs, down from 1.5350 on Monday, and at 6.1073 French francs, more than 2 francs down from 6.1346 on Monday.

There was also speculation in the New York currency market about the direction of U.S. interest rates, following a warning to the Federal Reserve Board by Beryl W. Sprinkel, chairman of the President's Council of Economic Advisors.

Mr. Sprinkel, who has announced his resignation with effect from November, urged the Fed not to restrict the growth of the U.S. money supply to the point of damaging the economy.

Despite Mr. Sprinkel's views, many traders expect an increase in government money rates by Christmas, Ms. Buckley said.

Earlier in Europe, the dollar stabilized during quiet afternoon trading in Europe, but still ended down on the day.

Overnight in Tokyo, the dollar closed at 146.70 yen, down from 147.05. Dealers said a further rise in yields was undesirable.

## Pöhl Says Rise In Rate Aims to Curb Inflation

FRANKFURT — The president of the Bundesbank, Karl Otto Pöhl, said Tuesday that the West German central bank wants to slow the rate of money growth to counter inflationary fears.

Mr. Pöhl was commenting on Tuesday's rise to 3.6 percent from 3.5 percent on the rate at which the Bundesbank offers funds to the domestic money market. He said the rise was not a monetary change of course.

"But in the current situation," he said, "we want to indicate that the Bundesbank, with this especially flexible instrument, wants to gradually subdue the pace of monetary expansion to the extent that nobody need expect a deterioration of the price climate in West Germany, including in the long term." The move into upscale cars by the Japanese is more of a threat to Detroit than the competition from Japan in the low end 10 years ago," said Christopher Cederberg, a senior analyst at the automobile research firm of J.D. Power & Associates.

It is at the high end of the market where profit margins are fattest for General Motors, Ford and Chrysler. And it is in that segment, analysts predict, that Detroit's cars will be the most vulnerable to competitors who have proved themselves to be aggressive and quality-conscious. Despite a downturn this year, it is also where sales are expected to grow the fastest in the next decade. Luxury cars are roughly defined as those selling for \$20,000 and up.

Even the Europeans, despite flashier images and the cachet of names such as Jaguar, Audi, BMW and Mercedes-Benz, are expected to be vulnerable because they have historically captured many drivers of Japanese cars who have upgraded to something classic.

"The domestics have much more to lose at first," Mr. Cederberg said. "Later the BMWs and the Mercedes will feel the pinch, too."

Honda's early experience with Acura suggests that both Detroit and the Europeans have plenty to worry about. Surveys of buyers of Acura's Legend coupe showed that about 41 percent had previously owned Japanese cars, 33 percent had owned domestic cars and 24 percent had owned European models. Purchasers of the coupe had a median family income of \$30,000, the surveys showed. "These people can buy whatever they want, within reason," said Ed Taylor, a vice president of Acura. "We're clearly a serious alternative."

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## SPORTS

## Giants Platoon Outfield, Brace for Cardinal Speed In First Game of Playoffs

By David Aldridge  
Washington Post Service

ST. LOUIS — On the eve of the National League championship series, the baseball Cardinals weren't round, and although the football cards were few and far, the San Francisco Giants had Busch round to themselves Monday, completing a light workout before Tuesday night.

The Giants were to begin the running game going. Their speed

ances, but Reuschel said his arm was fine and Craig didn't seem worried.

"He's not a strikeout pitcher," Craig said. "He makes them hit the ball, and sometimes they hit the ball for base hits. But if I had one pitcher in the league to go out and start the playoffs, I think I'm like a lot of other managers — I'd go with Rick Reuschel."

The Cardinals hope to get their

speed on the bases is even more important with singer Jack Clark (35 home runs, 106 RBIs) still sidelined with a sprained right ankle.

Catchers Bob Brenly and Bob Melvin have the primary responsibility of keeping the Cardinal "jack rabbits" as Brenly called them, from tearing up the baselines. Vince Coleman's 109 stolen bases dwarfs anyone else's major league total, and Ozzie Smith added 43. And Coleman and Smith love to pull off the double-steal.

"We've had good success this season in throwing out runners," Brenly said. "It's not just a catcher's responsibility. It's everyone's. The pitchers and our infielders have to do their jobs, too."

Without Clark, the Cardinals will have to eke out runs as they did in last week's pennant-clinching series against Montreal. Clark pinch-hit twice in the final weekend series against New York, but wasn't expected to play for another week.

"Hopefully, something will happen so I can play," Clark said after the Cardinals clinched, "and if not, maybe I'll be ready for the World Series. I'm just taking it day to day."

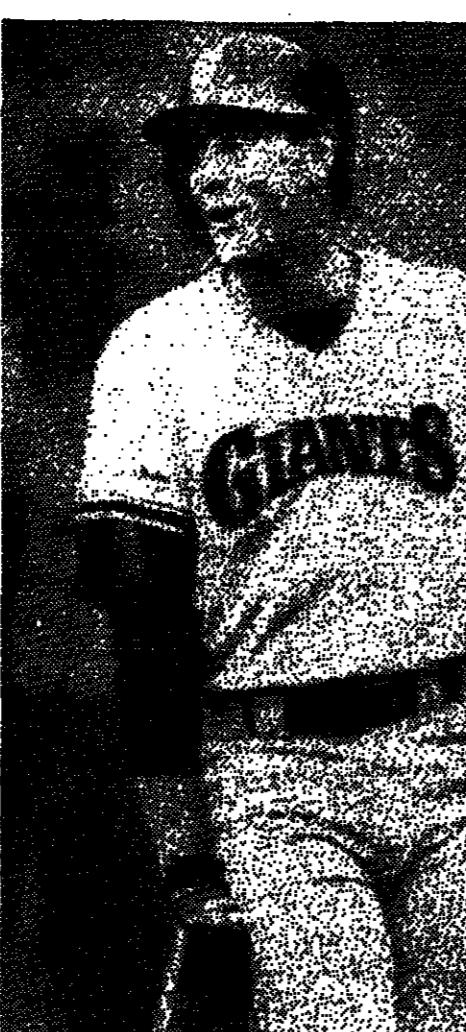
St. Louis Manager Whitey Herzog elected to go with only eight pitchers on his postseason roster. "I'd rather go with nine," he said.

Leonard was angry. "What do you want to know?" he challenged reporters. "That's it. See you later."

"They're all going to play," said

"We started playing good, we started [platooning]."

San Francisco's starting pitcher is to be Rick Reuschel (13-9, with a ERA of 3.09), whose 12 complete games and 4 shutouts were second-best in the league this season. The left-hander has given up 16 runs in 18 hits in his last three appearances.



Will Clark, the heaviest hitter in a powerful Giant lineup.

"but in this series we're going to need a lot of pinch running and pinch hitters with all our injuries."

Cox will have to handle a San Francisco lineup that has 205 home runs (second in the league) and gets power from the sextet of third baseman Kevin Mitchell, first baseman Will Clark (a team-leading 35 homers), right fielder Candy Maldonado (20), Brenly (18), Leonard and Davis.

Clark faced the Giants only twice in 1987, and Game 2 started John Tudor had no appearances against them. But Mitchell said the Cardinal pitchers may have more to fear than San Francisco's hitters.

Cox will have to handle a San

Francisco lineup that has 205 home runs (second in the league) and gets power from the sextet of third baseman Kevin Mitchell, first baseman Will Clark (a team-leading 35 homers), right fielder Candy Maldonado (20), Brenly (18), Leonard and Davis.

For what it's worth, the Giants won the season series, 7-5. The clubs split six games here and San Francisco went 4-2 at Candlestick Park.

As a competitor, he can make the blood boil. Few men, and only he among Scots, could control the rhythms and tempo of play as Souness can.

In former years he orchestrated Liverpool's domination of Europe, gave shape and subtlety and imagination to Scotland's World Cup effort.

But this artist also has a malign nasty streak, a willingness to wound any opponent in his path.

As player-manager at Glasgow, he is cunning; he is hard and he is a moral cheat. Rich and famous through football (and married to a wealthy woman), he is among the smartest dressers in town; a street-fighter in disguise. Yet when the

two sides could reach an agreement in time to get regular players on the field for games this weekend, the second in which the owners plan to use replacement players. He said, however, that would depend on the speed of the bargaining.

"It depends on whether we reach

The strike itself will probably present new issues in the negotiations.

Management, which was first agreeable to a three-year contract to coincide with the television deal, is now expected to ask that it be five to eight years to avoid another strike in less than three years.

The union, on the other hand, will ask the substitute games not count in the standings and that rosters be frozen to reinstate players whose jobs might be taken by strike replacements.

The meeting, which began late Monday evening, was aimed at heading off more defections this week after nearly 90 players crossed union picket lines last week to play in the first strike games.

As the meeting began, there was a clear division on whether to take the issue of free agency off the table. The owners have insisted that they will only retain the present system and a number of players have said free agency is not their primary demand.

The Dallas Cowboys, for example, had reportedly voted 20-to-9 to drop the issue, and Keena Turner, San Francisco's assistant player rep, said before the meeting that the 49ers wanted the issue dropped from the union agenda.

"I hope we didn't come all the way across the country for nothing," said Turner. "Our team has made it clear that we don't care about free agency. We don't want the meeting of the operation would depend on Graf's schedule, "but sooner or later he has to go through with it."

Keena Turner  
"We don't want free agency."

## SPORTS BRIEFS

### Graf May Be Facing a Sinus Operation

FRANKFURT (AP) — Steffi Graf, the world's top-rated women's player, has serious sinus problems and needs an operation, her doctor said Tuesday.

The 18-year-old West German checked into a hospital in Freiburg today after canceling an exhibition match in Corsica. Her doctor, Dr. Kent, said Graf was suffering from a sinus inflammation.

"We are treating it with medicines, but she should have a sinus operation as soon as possible," Kent told the newspaper Bild. He said the timing of the operation would depend on Graf's schedule, "but sooner or later he has to go through with it."

### Slanders' Bossy to Sit Out NHL Season

UNIONDALE, New York (AP) — Mike Bossy, the right wing who led the New York Islanders to four National Hockey League championships, announced Monday he will sit out the 1987-88 season because of a tonic back injury.

"I will approach therapy with the hope of getting back to a normal way of living," said Bossy, 30. "I'd like to be able pick up my kids again, hopefully, this will clean up and at some point I'll put on skates."

Bossy, who has abnormalities in the disks at the base of his spine, set an HL record by scoring at least 50 goals in each of his first nine seasons. It had limited him to 63 games last year, when he had 38 goals. He scored the Stanley Cup-winning goals in 1982 and '83 and led the playoffs in 17 goals in 1981, '82 and '83. He is a three-time Lady Byng Trophy winner for gentlemanly play.

### Der Substitutes Trounce Giants, 41-21

EAST RUTHERFORD, New Jersey (AP) — Del Rodgers ran two scores for a touchdown and Mike Wells returned a blocked punt for another as the San Francisco 49ers replacements scored twice in a 28-second span just before halftime and went on to a 41-21 National Football League rout of the New York Giants here Monday night.

"Only 16,471 fans turned out, the smallest crowd ever to see the reigning Super Bowl champions play at 76,000-seat Giants Stadium.

**Notable**

• Minnesota Manager Tom Kelly, on the notion that the Twins signed in Baylor for his experience and leadership during the pennant stretch of the post-season: "I don't believe much in that leadership stuff. We got to hit the ball for us."

(LAW)

• John Hynes, once cut and now re-signed by the Los Angeles Raiders: "It's a special kind of strike. It's not like a blue-collar job where you'd be eating food off someone's table. If they've got to eat, they can sell their tickets."

(AP)

## A Bit of Glasnost, Gone Agley in Glasgow

International Herald Tribune

LONDON — What, if any, is sport's role in East-West relations?

One week ago, Mikhail Gorbachev addressed his nation on the price and the pace of change — at the heart of which is *glasnost*. That same day, the peoples' soccer champion was kicked and conned out of Europe.

Under normal circumstances,

mood strikes and cameras are around, there is no more charming a face.

Last Wednesday he did more to spread mistrust in the Kremlin than the keepers of the West's nuclear arsenal.

You think I exaggerate the impact of soccer?

If sport is but trivia, why are the superpowers so trigger-happy when it comes to boycotting Olympic Games?

And has Gorbachev, a soccer fanatic, been so wrong to subscribe to the bridge-building philosophy of sport?

He may be too sophisticated a politician to bridle openly at the foul play that eliminated the Soviet champion, but the seed of mistrust germinated in Glasgow: "The British used to be the gentlemen of football," said Dynamo Kiev's secretary, Mikhail Oshenkov. "There are no gentlemen at Glasgow Rangers."

That statement will pass among

tens of millions of Soviets. More, it is justified.

The Rangers' physical destruction of Igor Belanov, the European footballer of the year, was as calculated as it was predictable.

Belanov's pace was stunted by surgery. Minutes after kickoff, his ankles were caught by Terry Butcher. The Soviet striker hobbled; then John McGregor finished the job. His crudely raised boot came from behind, connecting as flush as an uppercut at the side of the left leg, just below the knee. Belanov, hurt,

The methods were on the brink of legality.

Between the training and the playing, the Rangers narrowed the markings by 10 yards to prevent Kiev's wingers from exploiting Glasgow's slow defense.

At halftime Kiev demanded a measurement. Jan Huijbrechts, UEFA's Dutch observer, ruled that impractical.

After the 44,500 partisan fans had left, Huijbrechts conducted a summit.

With Souness and his assistant on one side and Kiev representatives on the other, he measured the width at 64.20 meters (69.7 yards) — 20 centimeters wider than the European minimum.

Souness stood under TV lights, beaming at a victory that gave him "as much pleasure as any I've had in Europe."

"We had a wee bit of luck and got away with it against a side as good as any in Europe."

He spoke of needing to nurse a "young team" that was learning what Europe's all about.

Such youth! Souness is 35, he has English, Irish and Israeli internationals all over 30, and three other Englishmen in their late 20s.

He seemed to resent the BBC's mentioning Soviet complaints that narrowing the pitch had been "un-British."

"Is that right?" Souness smirked. "No comment. It's no big deal. We have the biggest pitch in Scotland, and like I say we're a young team. I feel we could benefit by it."

The Soviets will brood on their lesson.

We shouldn't be surprised if, next time around, they revert to the nonsense of delaying visiting teams at airports for hours, sometimes days, to frustrate and unnerve and turn muscles to lead before big matches.

But Souness has his victory. He is Scotland's winner-take-all champion.

Within two days of booting out Kiev, Glasgow paid over £1 million (\$1.62 million) to buy Tottenham defender Richard Gough. That brings to £4 million the team-building Souness has managed on behalf of his Rangers.

It will be no big deal" to Souness if his successes seem to some of us to stain the fabric of the game that made him almost great.

Graeme Souness: A streetfighter in disguise — yet when the mood strikes and cameras are around, no more charming a face.

## SCOREBOARD

### Football

#### Selected U.S. College Conference Standings

BIG TEN

CONFERENCE

ALL CONFERENCES

W L T Pts OP W L T Pts OP

Michigan 1 0 2 1 19 4 2 0 107 59

Ohio St. 1 0 10 16 3 0 1 1 71 36

Wisconsin 1 0 1 19 14 3 0 1 1 71 36

Iowa 0 1 14 14 3 2 0 1 137 72

Illinois 0 1 18 25 3 0 3 1 110 72

Purdue 0 1 18 25 3 0 3 1 110 72

PACIFIC-10

CONFERENCE

ALL CONFERENCES

W L T Pts OP W L T Pts OP

UCLA 2 0 8 24 4 1 0 100 85

Soft. Cl. 2 0 8 29 3 2 0 115 72

Oregon 0 1 8 29 2 3 1 0 76 72

Washington 0 1 8 29 2 3 0 115 72

Wash. St. 0 0 0 0 0 2 2 0 115 72

Arizona 0 1 8 29 2 3 0 115 72

Or. St. 0 1 8 14 4 1 0 72 72

Calif. 0 1 8 21 4 0 0 55 72

Stanford 0 2 0 21 4 0 0 55 72

SOUTHERN CONFERENCE

CONFERENCE

ALL CONFERENCES

W L T Pts OP W L T Pts OP

Baylor 1 0 8 55 4 0 1 118 72

Arkansas 1 0 8 55 4 0 1 118 72

CONFERENCE

ALL CONFERENCES

W L T Pts OP W L T Pts OP

Brown 2 0 8 20 14 3 0 82 82

### National Collegiate Standings

AMERICAN CONFERENCE

CONFERENCE

ALL CONFERENCES

